TEMPLATE 4

Positive Feedback

> **PURPOSE:** *Deliver specific, timely praise using the Situation-Behavior-Impact (SBI) model so the person knows exactly what to keep doing.*

Employee: *Enter name*	**Date:** *MM/DD/YYYY*	**Delivered:** *In person / Video / Written*

HOW TO USE THIS TEMPLATE

Effective feedback is specific, timely, and focused on behavior and impact. Fill in the four parts below, then say it in your own words, as close to the moment as you can.

BUILD THE FEEDBACK (SBI)

Situation	*"In [specific situation/meeting/project]…" Where and when did it happen?*
Behavior	*"You [specific observable behavior]…" What did they actually do or say?*
Impact	*"The impact was [specific positive outcome]…" What result did it produce?*
Reinforcement	*"This is exactly the kind of [quality] we need. Keep doing this." Name the quality.*
Optional: broader context	*"This demonstrates [larger pattern/skill/value] that's important for your growth."*

SUGGESTED LANGUAGE

> Situation: "In *[specific situation/meeting/project]*…"
>
> Behavior: "You *[specific observable behavior]*…"
>
> Impact: "The impact was *[specific positive outcome]*…"
>
> Reinforcement: "This is exactly the kind of *[quality]* we need. Keep doing this."
>
> Broader context (optional): "This demonstrates *[larger pattern/skill/value]* that's important for your growth."

EXAMPLE

"In yesterday's client meeting, you noticed the client seemed confused about our pricing and proactively stopped to clarify before moving forward. That prevented what could have been a major misunderstanding and showed real customer focus.

This is exactly the kind of awareness and initiative that makes you effective. It's also a sign of the senior judgment you're developing."

> **Pro Tip:** “Great job” is not feedback; it is a mood. Name the behavior and its impact and the person can repeat it on purpose.