Sales Engine

2X2 FEEDBACK



Feedback is the engine that drives performance. As we strive for excellence - in ourselves and our teams - we must get continuous feedback that provides focus on what we are doing well and what we need to be doing differently.

The purpose of this Tool is to provide a simple, powerful structure for feedback- both to give and receive. The benefit is that this feedback framework removes friction from building the key disciplines of coaching and coachability. This practice enables the ability to get better every single day.

1 Did Well?		3	Do D	ifferently?	
COACH: Let's do feedback. In that interaction just now, what's one thing you think you did well?	EMPLOYEE:		one thing you think uld do differently?	EMPLOYEE: I think one thing I could do differently is	
2 Did Well.		4 COACH:	bo Directing.		
Here's one thing I think you did well			ne thing I think you differently		
	EMPLOYEE:			EMPLOYEE:	
	Thank you.			Thank you.	
BUILDS CO	ONFIDENCE		BUILDS COMP	PETENCE	

This powerful feedback engine is specifically designed to build both confidence and competence.

The left column of the 2x2 Feedback framework opens the conversation and builds **confidence** by focusing on a 'did well.'

The right column builds **competence** - a piece of knowledge, a skill or a discipline - by focusing on a 'do differently.'

In giving feedback, you must choose only one "did well" and one "do differently." Respectively, these are the most critical element of performance to label & repeat again in the future ("did well"), or focus on for development ("do differently".)

When you coach someone by giving them feedback, you are giving them GIFTS:

Generous - It is an act of generosity to give the gift of feedback. Be positive and direct, not negative and judgmental.

- Immediate Feedback expires, and so it should be given within 24 hours of the interaction itself.
- Factual Point to something that an outside observer could verify as evidence of the success or failure of that use of knowledge, skill or discipline.
- Truthful Even though it may make you uncomfortable, always give feedback on what the performer needs to hear, and keep it focused on the behavior, not on the person.
- Specific Point to the specific actions that were taken or not taken that directly led to the results achieved. "Great job" is not feedback.



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Example 2x2 Feedback Conversation

Below is what a 2x2 feedback conversation could look like using the framework. In this example, Craig and his colleague have just come out of a sales meeting.

1 Did W Craig, let's do feedback. In that meeting just now with Customer X, what's one thing		ell?	3	Do Dif Now, what's one thing you would do differently?	ferently?
you think you did we	ell?	Well, you had asked me to prepare a story about our solution, and I thought the story went really well. She seemed to feel that our solution had a better fit after hearing that story.			What I would do differently is the opening. I thought my opening was sloppywe were just sort of all over the place and I never did my purpose benefit check. It just wasn't crisp.
2	Did W	ell.	4	Do Dif	ferently.
Great. I agree with t Here's one thing I th did well. What I tho did well was ask two good impact questio think you could see I language changesh leaned in and was th in her response. Plu shared a lot. Nice jo	ink you ught you really ns. 1 her body ie really oughtful sshe			I agree with that too. Let's you and I work on crisp openings and practice them. Here's one thing I think you should do differently. What I want you to do differently is actually close more strongly too. You just stood up and said thank you because we were out of time. You should have begun closing before the	
		Thank you.		time was out and done the six disciplines of an expert close. I want you to think about doing that differently next time. Does that make sense?	
					Yupmakes sense. Thanks for the feedback.
	CONF	IDENCE		COMPE	TENCE





2X2 FEEDBACK

Use the 2x2 Feedback framework to capture notes that you can use in your next coaching conversation:

1	Did Well?	3	Do Differently?
2		Δ	Do Differently
2	Did Well.	4	Do Differently.
2	Did Well.	4	Do Differently.
2	Did Well.	4	Do Differently.

Use this space to capture "did wells" and "do differently's" you receive in future feedback conversations.

Situation	Did Well	Do Differently
	i	

