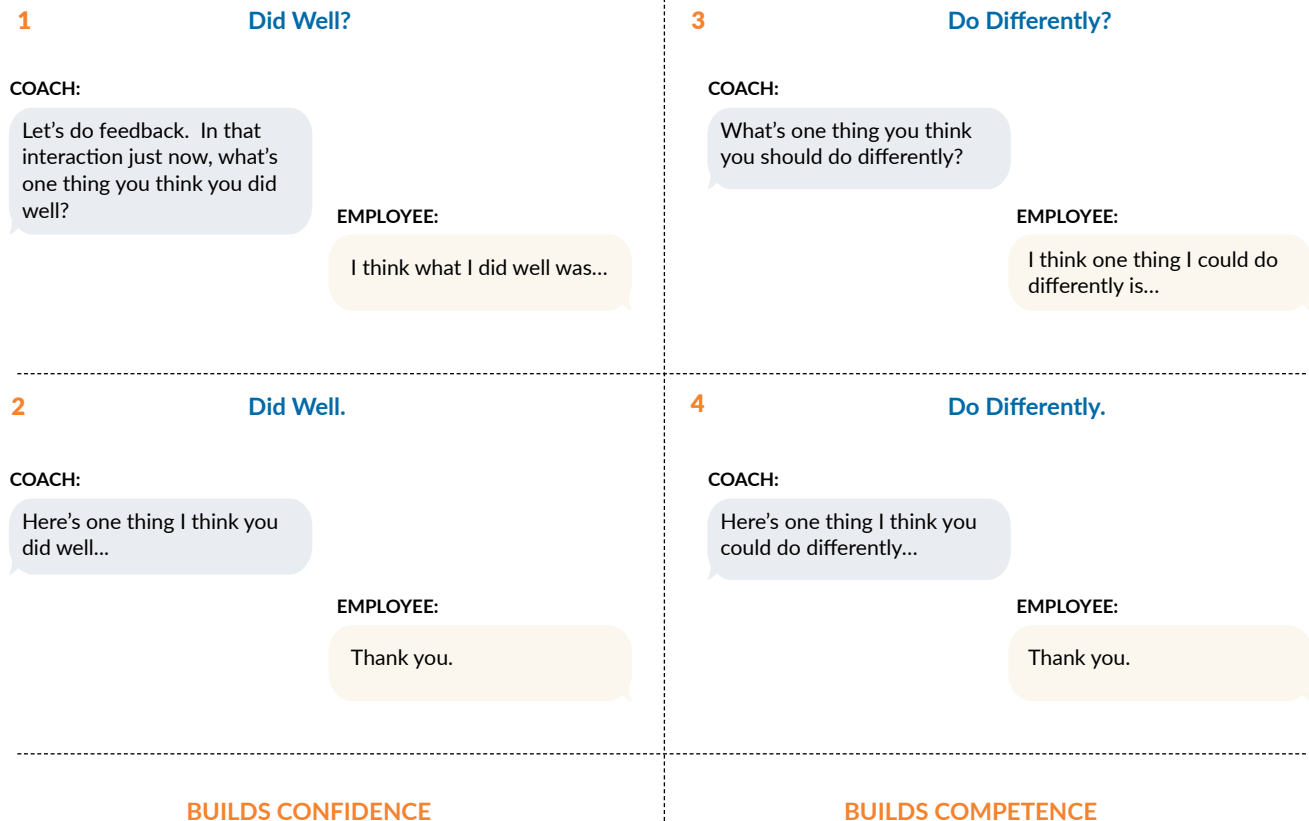




2X2 FEEDBACK

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.



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**:

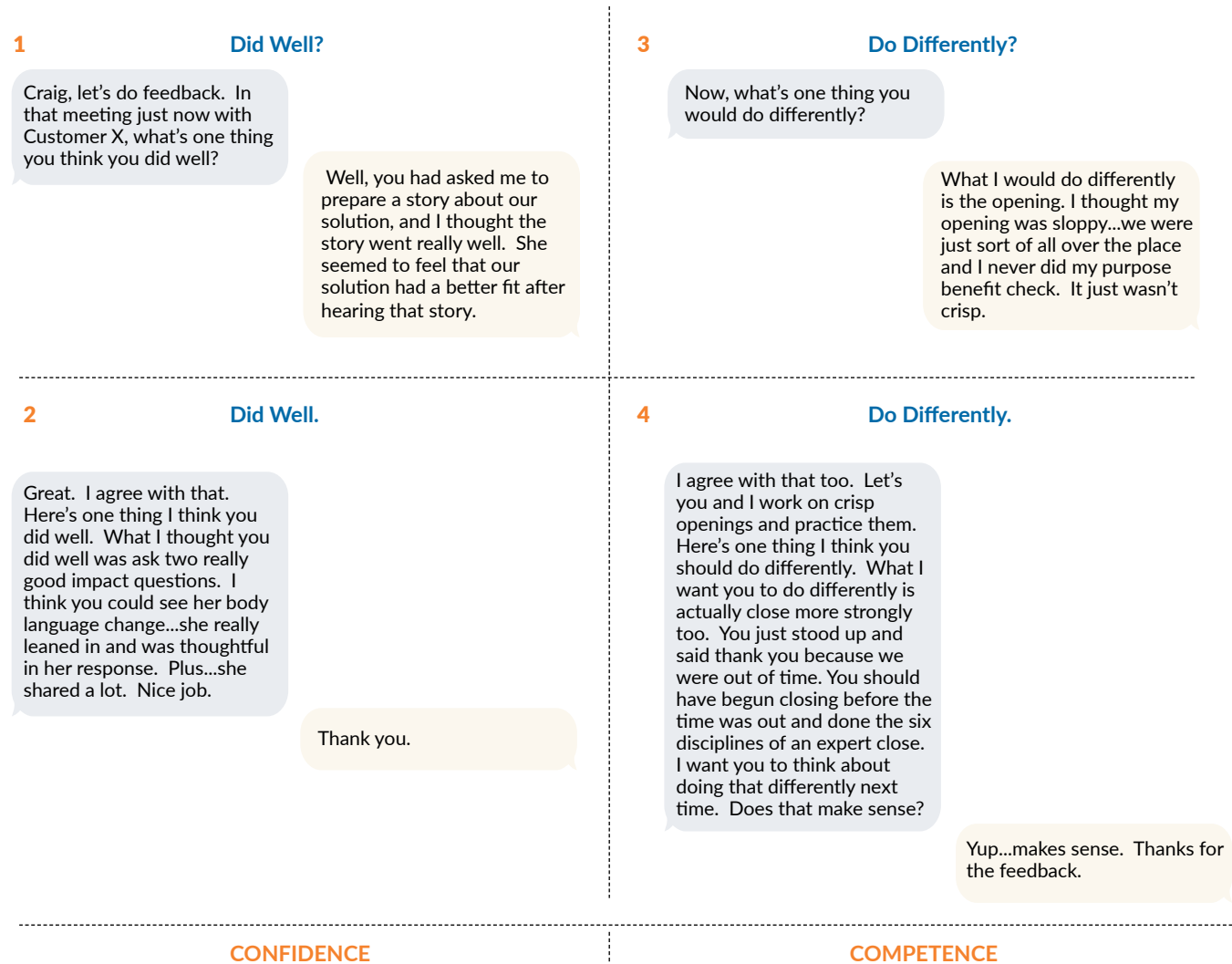
- Generous** - It is an act of generosity to give the gift of feedback. Be positive and direct, not negative and judgmental.
- Immediate** - Feedback expires, and so it should be given within 24 hours of the interaction itself.
- Factual** - Point to something that an outside observer could verify as 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.



2X2 FEEDBACK

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.





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	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