



TWO WAYS TO GIVE THE SAME FEEDBACK

# Feedback That Lands vs. Feedback That Gets Nodded At

*Both end with the other person saying "got it." Only one of them actually changes what they do next.*

## Feedback That Gets Nodded At

- I bury the real point under a compliment so it goes down easier.
- I speak in generalities so it doesn't feel personal.
- I say it once and consider the job done.
- I focus on the person's character, not the specific behavior.
- I deliver it in a group so I don't have to say it one-on-one.
- I soften every sentence until the actual point disappears.
- I judge success by whether they nodded, not by what changes.
- I bring it up right as they're leaving so there's no time to talk.

## Feedback That Lands

- I name the specific moment, not a vague pattern.
- I say exactly what I saw and what it cost.
- I ask what they saw before I tell them what I saw.
- I address the behavior, not who they are as a person.
- I say it privately, one person to another.
- I say the hard sentence plainly, once, without ten qualifiers.
- I check back later to see if anything actually changed.
- I leave room for them to talk back, not just room to listen.

*A nod in the room isn't agreement, and agreement isn't change. The only feedback that worked is the kind you can point to a week later.*