

# Transform Your Team in Less Time: The Feedback Methods C-Level Executives should be using



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3 min read



Ignoring the need for regular feedback is a common mistake.

Do you believe you've heard all there is to hear about feedback?

Check out these simple exercises and real-life stories...

## Practical Exercises

If you're already doing the exercises below your team should be over performing and this article is not for you.

If you have at least one team member not at the level of performance you expect or desire it could be you have overlooked one of the exercises below or that the real cause is beyond feedback.

Establish Clear Objectives: Define specific, measurable goals for each employee.

Example: For a marketing team, a clear objective could be for each team member to boost email campaign conversion rates by 15% within the next quarter. This goal is specific (improving conversion rates), measurable (by 15%), achievable, relevant, and time-bound (quarterly).

Regular Check-ins: Schedule periodic one-on-one meetings to discuss progress, challenges and general well-being.

Example: The manager schedules bi-weekly one-on-one meetings with each team member to review their progress towards goals, discuss any challenges they're facing, offer guidance as needed and be supportive in any well-being matter.

**Constructive Criticism:** Provide feedback in a constructive manner, focusing on specific behaviors and outcomes.

Example: During the monthly meeting, a senior executive provides feedback to a colleague in the management team regarding their handling of a new product launch. Instead of broadly criticizing the launch as inadequate, he focuses on specific aspects like the initial market research's thoroughness while suggesting improvements in the timing and communication strategies for better market penetration.

**Encourage Self-Reflection:** Prompt employees to reflect on their performance and identify areas for growth.

Example: After completing a project, team members are asked to write a brief self-assessment reflecting on their contributions, what they learned during the process, and areas where they believe they could improve in future projects including a concrete action stated in a SMART-way. (Specific, Measurable, Ambitious, Realistic, Time-bound)

**Follow-Up Action: Set actionable steps to address feedback and track progress over time.**

Example: Following a feedback session where a customer service representative received feedback on their communication skills, they work with their manager to develop a plan to attend communication workshops, practice active listening techniques, and receive mentorship from experienced colleagues or access to coaching to improve their skills.

They then set specific milestones to track their progress over the next few months.

**Real-Life Case: Neglecting feedback could've costed them over \$ 50 000**

In a middle sized company, a talented software developer, let's call him William, consistently failed to meet project deadlines and deliver quality work.

Despite these shortcomings, his manager, Andrea, hesitated to provide timely feedback, fearing confrontation and demotivation.

As a result, William's performance continued to decline, impacting team morale, project outcomes and his own well-being.

Clients grew frustrated with missed deadlines, leading to strained relationships and lost business opportunities.

The company's business suffered, and Andrea found herself facing mounting pressure to rectify the situation.

## Turning the Tide with High-Performance Coaching

Recognizing the urgency of the situation, the company enlisted the help of a high-performance coach. At the time the coach was contacted William's self-confidence and self-esteem were so low that he was considering quitting the company.

To replace him would've cost them over \$50 000.

Through targeted coaching sessions, William gained valuable insights into his work habits and communication style thus regaining his self-esteem and self-confidence. Andrea, on the other hand, understood the hidden blockers to give constructive feedback and grew in awareness of her own behavior.

Andrea learned how to overcome her blockers and give short, concise and constructive feedback. William, in turn, learned to leverage feedback as a catalyst for growth rather than a source of criticism.

Armed with newfound self-awareness and actionable strategies, Andrea and William gradually turned around his performance by focusing on feedback.

Teammates and colleagues in other teams got inspired and started also working to improve their feedback techniques to elevate their own performance.

By working with both the Inner and the Outer Game the company changed its feedback culture, saved over \$50 000 and increased its overall performance KPIs.

The repercussions of neglecting regular feedback in employee management can be far-reaching and the benefits can be transformative.

How certain are you that you and your team are making the most out of something as important as feedback?