

Giving Feedback That Lands

A simple structure for feedback people can actually hear and act on, without the awkwardness or the sting.

The S.B.I.N. Framework

Four steps that keep feedback clear, specific, and forward-looking.

- S Situation**
Name the specific moment. "In yesterday's client call..." Anchor it in time and place, not a vague pattern.
- B Behavior**
Describe what you observed, not your judgment of it. Stick to what a camera would have caught.
- I Impact**
Explain the effect it had, on the work, the client, or the team. This is what makes feedback matter.
- N Next**
Agree on one specific thing to do differently, or reinforce, going forward. End looking ahead.

Do

- ☐ Give it soon, while it is fresh.
- ☐ Be specific and private.
- ☐ Reinforce good work the same way.

Avoid

- ☐ "Always" and "never."
- ☐ Saving it all for a review.
- ☐ Softening it until the point disappears.