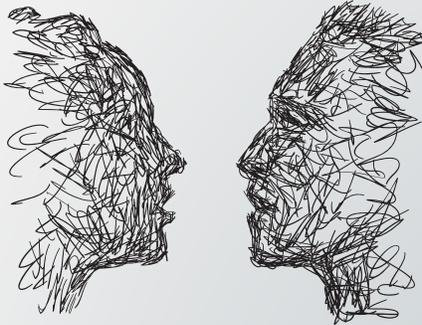


# COIN FEEDBACK MODEL<sup>1</sup>

A model for giving both positive and constructive feedback to anyone.

Want to grow your people, create trust, make them feel valued, clarify expectations, set a standard for behaviour, create a feedback culture, improve individual and company performance, be engaged with people and be open and honest? Whew, using this **COIN** model can achieve all those things.



**TIPS:** Give authentic feedback close to the action/behaviour, daily, praise in public, punish in private, speak slowly and clearly, pause for it to be heard, less words for clarity, check for comprehension, look at them compassionately, be patient, be of service to the recipient, if it is difficult feedback give the person time to digest it.

## DESCRIPTION

## EXAMPLE OF HOW TO COMMUNICATE

### CONTEXT

What situation or circumstance has prompted this feedback? Where was the individual? When did it occur?

C

At the meeting this morning...  
Yesterday in the office...  
On the phone Monday...

### OBSERVATION

What did you observe? What specific action or behaviour have you seen or heard at the given moment? What did the person do or say on which you want to give feedback?

O

When you did...  
When you said...  
When you didn't say/do...  
What I observed was...  
What I saw was...  
I noticed...

### IMPACT

What impact did that action or behaviour have on you, potentially others, or in the room? This can be tangible like someone walking out of a meeting, or intangible like a feeling.

I

The impact of that was...  
The effect of that was...  
The result was...  
It made me/others feel...  
It caused...  
I felt...  
The team felt...

### NEXT STEP

What is the desired next step you would like the recipient to do with the feedback? What behaviour or action would you like them to do in the future?

N

Next time I suggest you...  
What I would want you to do is...  
My advice would be...  
In the future you could try...  
My preference would have been...  
I encourage you to...

## WORKSHEET TEMPLATE TO PLAN GIVING FEEDBACK:

Who is one person you could give positive feedback to: \_\_\_\_\_

Who is one person you could give constructive feedback to: \_\_\_\_\_

### POSITIVE FEEDBACK

**CONTEXT** or Situation (where and when).

C

**OBSERVATION** of Action or Behaviour by the person:

O

**IMPACT** on You, Others, the Business, the Feeling or Energy in a Room.

I

**NEXT STEP** you Desire from them.

N

### CONSTRUCTIVE FEEDBACK

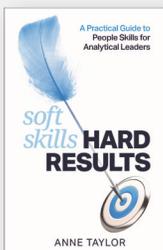
**CONTEXT** or Situation (where and when).

**OBSERVATION** of Action or Behaviour by the person:

**IMPACT** on You, Others, the Business, the Feeling or Energy in a Room.

**NEXT STEP** you Desire from them.

Repeat often. Remember the ratio of 4-6 pieces of positive feedback for every 1 piece of negative feedback<sup>2</sup>.



See my book  
*soft skills* **HARD RESULTS**  
for more information.

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