



The Stakeholder Feedback Playbook

A practical guide to help leaders gather meaningful insights, build trust, and grow with intention.

“Leadership is not about being in charge. It's about taking care of those in your charge.”
— Simon Sinek

Why Stakeholder Feedback Matters

The best leaders don't wait for an annual review—they actively seek feedback from the people they lead, influence, and support.

When done well, stakeholder feedback helps you:

- Gain awareness of blind spots
- Identify patterns in how others experience your leadership
- Build trust by showing you value input
- Uncover practical ways to grow and lead more effectively

Step 1: Identify the Right People

You want a well-rounded view of how you're showing up. Choose people who:

- See you in action regularly
- Will be honest and constructive
- Represent different levels and functions

Categories to consider:

- ✓ Direct reports
- ✓ Manager(s)
- ✓ Cross-functional peers
- ✓ Internal or external partners
- ✓ Mentors or key stakeholders

Tip: Aim for 6–8 people to get well-rounded input without overwhelm.

Step 2: Ask Thoughtful Questions

Whether you're sending a feedback form or conducting interviews, use **open-ended questions** that prompt insight—not evaluation.

Core questions to include:

1. What's working well in the way I lead or collaborate with others?
2. What's one thing I could do more of to increase my effectiveness?
3. What's one thing I could do less of?
4. How would you describe my communication and presence in meetings?
5. Where do you see opportunities for my growth or development?
6. What's one word or phrase you'd use to describe my leadership style?

Step 3: Decide on the Format

You have options! Choose what fits your context and time.

Option 1: Live 1:1 Interviews

Best for deeper insight and building trust.

Use a neutral party (like your coach) or conduct them yourself.

Option 2: Written Feedback Survey

Efficient and less pressure for respondents.

Tools: Google Forms, Typeform, Microsoft Forms

Include 5–6 open questions and keep it anonymous if helpful.

Step 4: Look for Themes, Not One-Offs

When reviewing responses:

- Look for **repeated words or patterns**
- Group comments into categories: strengths, blind spots, and opportunities
- Reflect on what resonates and what surprises you

Not all feedback is truth. But all feedback is useful when you're curious, not defensive.

Step 5: Communicate What You Heard

Build trust by closing the loop.

What to say:

“Thank you for your feedback. Here’s what I heard, what stood out to me, and where I’m focusing moving forward.”

This isn’t about defending or fixing—just demonstrating that you listened.

Bonus: My Stakeholder Feedback Plan

Who Will I Ask?	Why Them?	Format (Interview/Survey)	Date to Send/Meet

*Leadership growth is a team sport.
Feedback isn’t a threat—it’s a tool for clarity, connection, and growth.*