

Giving & Receiving Feedback Effectively

FOR FRONT-LINE LEADERS — Manufacturing • Construction • Utilities • First Responders

Most leaders avoid feedback. The ones who don't build teams that never stop growing.

Feedback is the highest-leverage leadership tool available — and the least used. Research from Gallup shows that 57% of employees want more feedback than they currently receive from their supervisor. Not because leaders don't care — but because they were never taught how to give it well, and they shut down when it comes back to them. **Leaders trained in structured feedback delivery are rated 2x more likely to appear in the top quartile of overall leadership effectiveness — across every other competency.** This 45-minute class gives your front-line supervisors the SBI model, the receiving tools, three practice scenarios, and the feedback culture habits that make honest feedback a weekly discipline rather than an annual event.

THE BUSINESS CASE FOR THIS TRAINING

57%

Of employees want more feedback than they currently receive from their immediate supervisor

2x

More likely to be rated a top-quartile leader overall for supervisors trained in structured feedback delivery

14.9%

Lower voluntary turnover in organizations with strong feedback cultures vs. those where feedback is avoided

85%

Of employees who receive regular specific feedback say it increases their commitment to their role and organization

Sources: Gallup • Harvard Business Review • Zenger Folkman • Center for Creative Leadership • Officevibe

WHAT YOUR LEADERS WILL LEARN

- ✓ Distinguish feedback from criticism — and stop delivering one when they mean the other
- ✓ Apply the SBI model (Situation, Behavior, Impact) to deliver feedback that is specific, observable, and tied to real consequences
- ✓ Give positive feedback specifically enough that it actually reinforces the behavior they want repeated
- ✓ Time and frame feedback so the person is ready to hear it, not just to react to it
- ✓ Manage their own defensiveness when receiving feedback — hear the message even when the delivery isn't perfect
- ✓ Ask clarifying questions that signal intent to understand, not intent to defend
- ✓ Thank, process, and act on feedback in sequence — and close the loop visibly
- ✓ Build feedback into the weekly work rhythm so it's not a special event
- ✓ Model feedback behaviors publicly so the team sees that honesty is valued here

What Changes Immediately:

- ✓ Leaders schedule the overdue feedback conversations they've been avoiding
- ✓ Positive feedback becomes specific enough to actually change behavior
- ✓ Leaders receive feedback without shutting down — and act on it visibly
- ✓ The team watches the leader model growth and starts doing the same

THE SBI FEEDBACK MODEL

Specific. Behavioral. Impact-focused.

S
SITUA
TION

When & where the behavior occurred. One specific, observable event. No 'always' or 'never.'

B
BEHA
VIOR

What you observed — objectively, without interpretation. What would a camera have captured?

I
IMPA
CT

The real effect on you, the team, the client, or the work. Own it: 'The impact I observed was...'

Example (corrective):

S: 'In yesterday's safety briefing...'

B: '...you skipped the lockout/tagout section.'

I: '...that new hire has no documented safety training — that is a compliance gap and a genuine risk.'

Example (positive):

S: 'When the equipment delivery came in short with the client on-site...'

B: '...you immediately called the supplier and got a partial delivery authorized.'

I: '...the client never knew there was a problem. They're already requesting us for the next project.'

"Great job is not feedback. 'You resolved that complaint calmly and got them to rebook — keep doing that' is feedback."

"The impact of their work has been incredible — fostering a new generation of capable leaders. Their curriculum is remarkably specific, addressing our unique organizational needs with precision. I wholeheartedly endorse Rising Tide Solutions."

— Jim Rhodes, SVP, Wayne Brothers Companies

Your team can't grow faster than the feedback you give them. **Give it specifically. Give it often.**

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"A rising tide lifts all boats."

SESSION AT A GLANCE

🕒 45 Minutes

📍 In-Person or Virtual

👥 Front-Line Leaders

📊 Up to 20 per Session

Package Includes:

- Slide deck
- Student handout & worksheets
- Feedback vs. criticism reference guide
- SBI model reference card with two worked examples
- Three SBI practice scenarios (corrective, positive, developmental)
- Specific vs. vague feedback comparison table
- Timing & setting guide
- Receiving feedback framework (defensiveness, clarifying questions, thank-process-act)
- Feedback culture rhythm planning templates
- Action planning guide
- Complete instructor delivery guide

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