

Giving Effective Feedback & Accountability

Building Trust Through Honest Conversations

The Carole Robertson Center SEED Conference

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YEARS OF INNOVATION
FOR LEARNING

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“By creating a feedback culture within your office, you ensure that people continue to learn, grow, and challenge themselves.”
-Pat Robertson

Why Are We Here?

“People rarely leave organizations because of feedback. They leave because they don’t feel seen, supported, or developed.”

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Learning Outcomes

We will learn to:

Build trust through feedback

Balance empathy with accountability

Deliver feedback that inspires growth

Receive feedback professionally

Create follow-through that leads to improvement

3

Opening Reflection

Think • Pair • Share

Prompt:

Think about the most valuable feedback you've ever received.

What made it memorable?

What helped you grow?

Why was it easy to receive?



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Why Feedback Matters

Feedback is information shared with the purpose of helping someone learn, improve, or grow.

Feedback is...

Growth

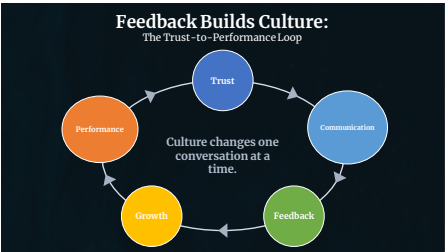
Development

Trust

Investment

Not Punishment. Criticism. Conflict.

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Why We Avoid Feedback

Common Barriers



Fear



Conflict



Not wanting to hurt feelings



Not knowing what to say



Fear of damaging relationships

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The Leadership Balance

Empathy



Seeing the whole person. Understanding their experience. Leading with care.

AND

Accountability



Holding the standard. Expecting growth. Following through.

The best leaders never choose one over the other. They practice both.

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Psychological Safety

Growth Begins When People Feel Safe to...

Speak



Ask Questions



Receive Feedback



Make Mistakes



Learn



Grow



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Table Reflection

Think • Pair • Share

Creating Psychological Safety

"Think about the people you lead, support, coach, or work alongside. What helps them feel safe enough to learn and grow?"

1. What does psychological safety look like?
2. Think about a leader who made you feel safe to learn.
3. What did they do?
4. How do YOU create psychological safety?
5. How do we balance empathy with accountability?



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Giving Feedback That Inspires Growth

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Before the Conversation

Ask yourself

1

What behavior did I observe?

2

What impact did it have?

3

What outcome do I want?

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Focus on Behaviors

DON'T
discuss personality

Discuss
observable behavior

Instead of saying,
"You're careless."
SAY
"I noticed the report was
submitted after the deadline."

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Feedback Conversation Model

Four steps, each one leading to the next.

1

Observe
Facts

→

2

Describe
Impact

→

3

Discuss
Curiosity

→

4

Support
Growth

Skip a step and the conversation stalls — each one earns the next.

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Partner Practice

The Feedback Makeover

Rewrite ineffective feedback into constructive coaching conversations.

- What facts would you observe?
- How would you describe the impact?
- What questions would you ask?
- How would you offer support?

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Receiving Feedback

Growth mindset

01

Listen

02

Clarify

03

Reflect

04

Respond

05

Grow

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Accountability Creates Growth

One conversation starts it — follow-through carries it forward.

Conversation

Action Plan

Check-Ins

Growth

Success

Accountability is not a meeting. It is a relationship.

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Personal Reflection

One conversation I have been avoiding...

Take a moment to reflect on these questions:

1. Why have you been avoiding it?

2. What has made it difficult?

3. What might happen

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Planning My Next Conversation

Directions: Work on your own. Use today's framework to prepare for the conversation you have been avoiding.

THE CONVERSATION I NEED TO HAVE...

USE THIS FRAMEWORK AND ADDRESS:

OBSERVE	What specific behavior have you observed? (Be objective. Stick to the facts.)
DESCRIBE	What impact has this behavior had on the team, the work, or the individual?
DISCUSS	How will you begin with curiosity? ("I've noticed..." "Help me understand...")
SUPPORT	How will you balance empathy and accountability? How will you help them succeed?
FOLLOW THROUGH	What is the action plan? When will you check in again?

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Three Leadership Reminders

1 Empathy + Accountability = Growth

2 Curiosity uncovers the root cause before judgment.

3 Feedback changes behavior through coaching and follow-through.

"Feedback is NOT about finding fault, it IS about helping people grow."



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Thank you!

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