

SBI feedback model

How to help others
to produce
excellent results and professional fulfilment

The manager strives to provide

- Support
 - Attention, respect and interest
- Insight: and learning
 - Offer possible interpretations including challenge
- Action: suggestions for improvement
 - Explore possible ways forward

SBI(BI) – performance feedback & coaching

The SBI(BI) model:

1. helps the recipient understand clearly what he or she is doing and the impact this is having (insight)
2. offers suggestions for the improvement that is needed in terms of behaviour to be begun, continued or stopped (action)
3. that are designed to motivate the recipient to change their behaviour (support)

Based on the Creative Center for Leadership model www.ccl.org

SBI – when things are going well

SITUATION

Describes the situation and context of the observed behaviour. Helps to anchor the feedback in time and place –the more specific the better



BEHAVIOUR

Observable behaviour – specific actions without interpretation or evaluation so that the recipient knows exactly what is being referred to



IMPACT

Feelings and thoughts that the feedback giver had, and how people were observed to behave as a result of the feedback receiver's behaviour

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ALTERNATIVE BEHAVIOUR

Behaviour that would result in more positive consequences



ALTERNATIVE IMPACT

The impact you expect to see from the alternative behaviour by the feedback receiver

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