Delivering Feedback using the COIN method

- Giving timely and accurate feedback is an important element of your role as a manager. Feedback needs to focus on both strengths and development areas.
- As a manager you need to role model development by proactively seeking feedback and actioning areas of development.
- Using a structured model helps to maximise the impact of your feedback. We recommend using the Feedback COIN method. This method enables you to provide more detailed and specific feedback and as a result provide more clarity for both you and the individual. It also helps you avoid sugar coating and diluting feedback.
- Remember delivering performance feedback elicits a range of different responses from staff. Understanding these reactions and ways to handle them helps you to be more open and timely in providing valuable feedback. If the individual acts shocked, aggressive or defensive maintain your composure, allow time for all parties to take a breath, acknowledge their reaction/emotions (it's theirs, it's outside of your control), be considerate yet firm with the individual and reiterate your point with substantial examples and next steps. If the individual becomes too emotional take a break and agree on when to resume.
- Overall focus of delivering feedback needs to be on continuous improvement, accountability and less on blame.

