SBI Feedback Framework

A simple structure for giving clear, constructive feedback that builds trust and accountability rather than defensiveness.

The Framework

SBI = Situation – Behaviour – Impact

Step	What to do	Example
Situation	Describe *when and where* the behaviour occurred. Keep it specific and recent.	"In yesterday's demo…"
Behaviour	Describe *what* you observed — not your interpretation or their motive.	"…you interrupted before the team finished presenting…"
Impact	Describe *how* it affected others, the work, or outcomes.	"…and it made others hesitant to share their ideas."

Then pause and invite their view:

> "How do you see it?"
> "What could we try differently next time?"

Do

- Be specific - focus on one moment, not a pattern.

- Give feedback as close to the event as possible.

- Use a neutral, calm tone.

- Reinforce positive behaviours as often as corrective ones.

- End with a shared action or agreement.

Developed by CHughes Coaching   https://coaching.chughes.uk

Don't

- Generalise with "always" or "never."

- Assume motives or label personality ("you're careless").

- Delay feedback for weeks - it loses impact and erodes trust.

- Combine multiple issues into one conversation.

- Give feedback when angry or frustrated.

Coaching Tip

Use SBI for recognition as well as correction.

> "In today's planning session (Situation), you summarised everyone's views clearly (Behaviour). It helped us make a faster decision (Impact)."

That's how feedback shifts from something people fear to something that helps them grow.