

Give effective feedback in 4 Simple Steps.

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It's time for positive
CHANGE



The D4 Model: Give Effective Feedback in 4 Steps November, 2016



When you think about feedback, do you think of the old “feedback sandwich” where a piece of advice is wedged between two compliments? Do you picture an awkward conversation involving lots of fidgeting and very little eye contact? And what happens after the meeting? Is there a system in place to hold people accountable for implementing the feedback?

There's a better way to give feedback.

Whether you're giving appreciative feedback for a job well done, or developmental feedback to help someone improve, it's a good idea to turn to the D4 Model. This model, created by Insights® Discovery, is set up to accommodate people of all personality types and tendencies. Whether someone is driven by data, emotions, or action, the D4 model works with the person on the other side of the table to give feedback that sticks.

What does D4 stand for?

Data

What are the facts? What actually happened?

Depth of Feeling

How did the instance make you feel?

Dramatic Interpretation

How are you interpreting the situation? What meaning have you given it?

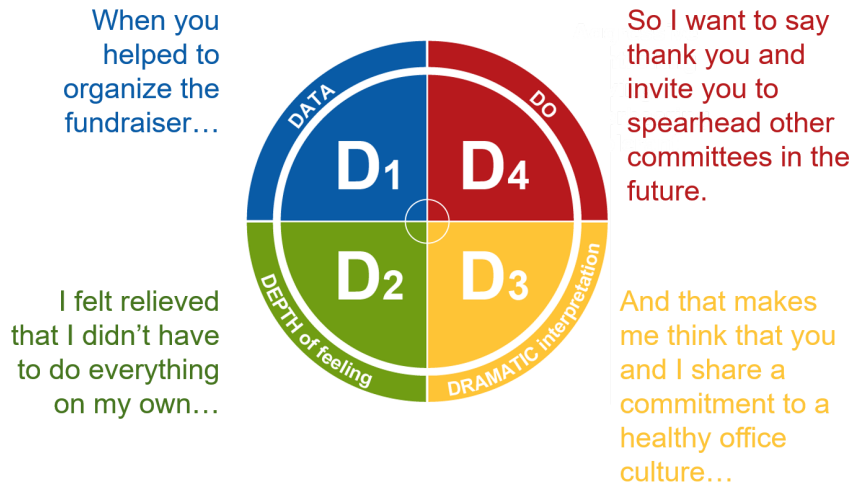
Do

What do you want to do? What do you want the other person to do? Focus on actions taken and actions required.

How does the model play out in real life? If you're giving appreciative feedback (it is Thanksgiving month, after all!), you might say something like the following:

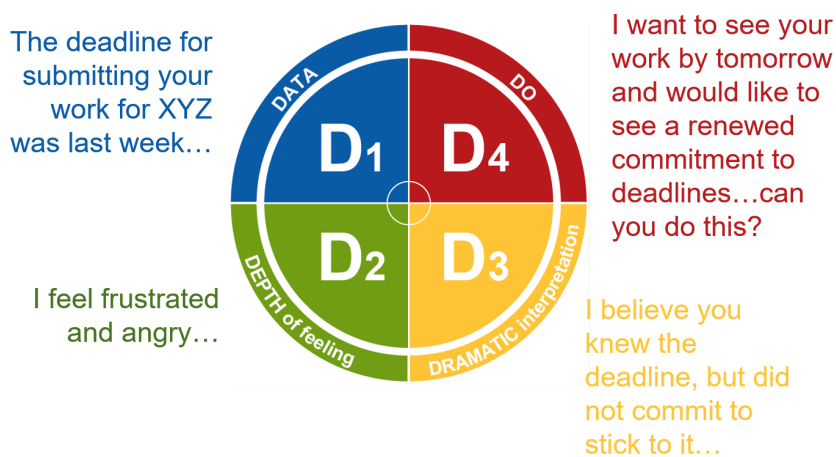
"When you helped to organize the company fundraiser, I felt relieved that I didn't have to do everything on my own, and that makes me think that you and I share the same commitment to a healthy office culture, and I want to say thank you and invite you to help spearhead future fundraisers."

D4 Feedback - Appreciative Example



If you're giving developmental feedback, the model plays out a little differently. The action step ("Do") calls for a strategy and a follow-up, so that action can be implemented and accounted for. Here's an example:

D4 Feedback - Developmental Example



Be sure to give your team plenty of constructive praise this month, using the D4 model. It is the season for gratitude and it's always a good idea to let your staff know that they are valued and appreciated. If, however, you encounter problems this month, don't be afraid to use the D4 model for development. It's a great way to **concisely and clearly offer candid, practical feedback**.

Don't dread evaluations this year! Just remember: **Data, Depth of feeling, Dramatic interpretation, and DO.**

Sincerely,

Margaret

Looking for more feedback tips? Please [contact me](#).

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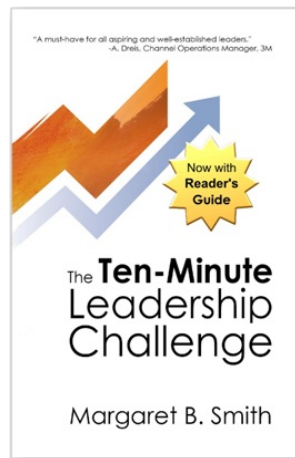
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UXL's mission is to create leaders, promote positive change, and enable businesses and individuals to transform their dreams into reality. **Margaret Smith** is a career coach, speaker, author, licensed [Insights Discovery practitioner](#), and adjunct professor at St. Kate's University with 27 yrs experience as a Senior Leader for 3M. [Learn more about Margaret and UXL.](#)



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Margaret is the co-founder of the TAG



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Margaret is a licensed Insights Deeper Discovery practitioner. She guides individuals undergoing a transition through her program, [Intentional Discovery](#), co-founded with [Dr. Jean Davidson](#) (Davidson Consulting and Coaching).

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