

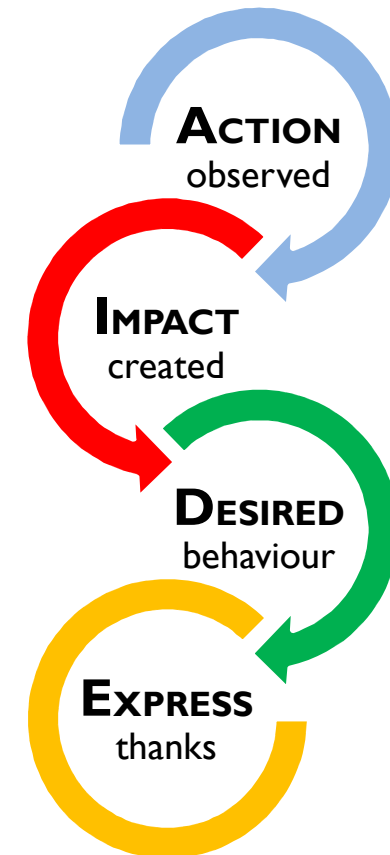
What is the AIDE Feedback™ framework

It is a structured approach to give feedback with the purpose of helping the person to improve their behaviour.

Why is the AIDE Feedback™ framework important

Often we give feedback with a positive intention but the conversation may turn unproductive if the other person perceives it negatively.

AIDE is useful because it provides you a structured approach, reduce subjectivity in the conversation and places the ownership for improvement on the other person.



The AIDE Feedback™ structure

Action observed

- Identify the specific behaviour you want to give feedback on
- Bring it up to them in a non-threatening manner

Impact created

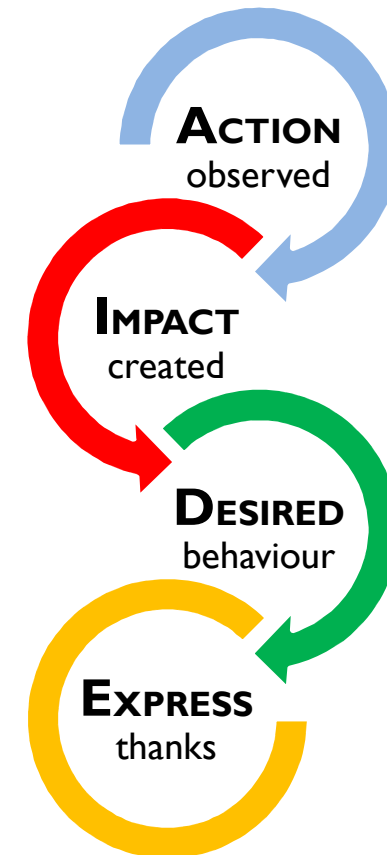
- Show them how their action is impacting them and/or the people and/or environment around them

Desired behaviour

- Work with them to identify the desired behaviour that would be beneficial and a way they can commit to

Express thanks

- Show your appreciation to them for being open and giving you the permission to give them a feedback



The AIDE Feedback™ example

The scenario

As the manager, you observed your employee speaking loudly on the phone with their friend and felt this is not appropriate.

The conversation

Manager: I am not sure if you are aware, I observed you speaking loudly over the phone just now.

Kelly: Really?

Manager: Yes. It was distracting. I noticed some of your colleagues had to turn away from your direction and one of them even walked out of the office.

Kelly: Oh, I am sorry. I didn't realise it was distracting.

Manager: If this continue, how do you think it would affect others and yourself?

Kelly: Uumm.... Some of them will be irritated with me and think I am selfish.

ACTION
observed

IMPACT
created

The AIDE Feedback™ example

Manager: I know that is not your intention but as you mentioned, that's how the others would feel. In such a situation, how could you handle the situation better?

Kelly: Perhaps, I could step out of the office to take the call.

Manager: I think that is an excellent way and would also demonstrate your respect for the others

Kelly: Yes it would.

Manager: Thank you for being open to this feedback. I really appreciate it.

Kelly: Thank you for bringing this to my attention. Without it, I won't not realise the irritation I was creating for others.

Manager: Great! Looking forward to the new approach

Kelly: Thank you boss!

**DESIRED
behaviour**

**EXPRESS
thanks**

CONTACT US TODAY

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