

SBI FEEDBACK MODEL

A simple way to give clear, constructive feedback in performance & development conversations

What SBI Helps You Do

- Keep feedback factual and fair
- Reduce defensiveness
- Strengthen collaboration and trust
- Make development conversations more effective
- Support a healthy feedback culture across the university

The Three Elements of SBI

1. Situation — When and where did it happen?

Describe the specific moment so the other person knows exactly what you're referring to.

- “During yesterday’s team meeting...”
- “In last week’s lecture...”
- “When we prepared the proposal on Monday...”

Tip: Be precise. Avoid generalizations like “you always...” or “you never...”.

2. Behavior — What did the person do?

Focus on observable actions, not interpretations or assumptions.

- “You interrupted the discussion twice...”
- “You shared a clear summary of the risks...”
- “You didn’t respond to the student’s question...”

Tip: Stick to facts. Describe what you saw or heard.

3. Impact — What was the effect?

Explain how the behavior affected you, others, students, or the work.

- “It made it difficult for others to contribute.”

- “It helped the team make a faster decision.”
- “The student left unsure about next steps.”

Tip: Impact creates understanding and motivation to change or continue the behavior.

Putting SBI Together (Example)

Situation: “During yesterday’s faculty meeting...” **Behavior:** “...you provided a very structured overview of the curriculum changes...” **Impact:** “...which helped everyone understand the implications quickly and kept the discussion focused.”

When to Use SBI

- Annual or mid-year performance reviews
- Development and coaching conversations
- After meetings, projects, or teaching moments
- Peer-to-peer collaboration
- Upward feedback (to supervisors)
- Recognizing positive contributions
- Addressing concerns early and constructively

How to Use SBI Well

- Prepare your three points in advance
- Keep each part short and specific
- Use a calm, neutral tone
- Deliver feedback soon after the situation
- End with a forward-looking question or suggestion:
 - “What would help next time?”
 - “How can we approach this differently?”
 - “Let’s continue doing this—it works well.”

Why SBI Strengthens Our University Culture

- Creates shared language around feedback
- Makes conversations more transparent and respectful
- Encourages continuous learning
- Builds trust and psychological safety