

Four Step Feedback Model

'Feedback: The breakfast of Champions'

- Anthony Robbins



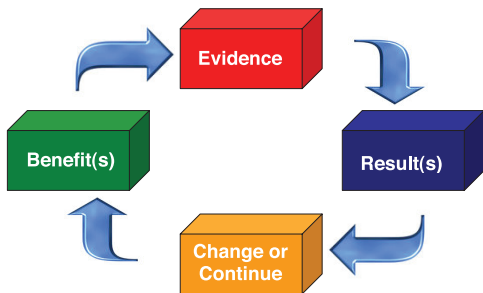
Feedback is one of the most critical aspects of business and life in general.

Without feedback we are not able to learn from our experiences, or the impact we have on others or on the business environment; neither can we understand how to specifically achieve improved performance, and therefore better results.

This vital continuous improvement tool applies to all aspects of human performance; dancers use mirrors to watch their movements; sports coaches and athletes use video recording, business people use reflection, observation, and information from others regarding their behaviour and impact.

The **ERCB model** is a simple, yet hugely powerful formula for giving feedback.

Starting with the 'Evidence' box, use each of the boxes to structure the feedback that you wish to give to another person; it will give you more confidence in delivery.



You can use the same cycle to give two different types of feedback.

1. Being told you performed correctly or skillfully [CONTINUE] is **reinforcing feedback**, and the person is then likely to replicate that behaviour
2. The intention of giving **corrective feedback** [CHANGE], is to encourage another person to behave differently in the future, in order to get more positive results