

# PEEPLCOACH TIPSHEET NO: 16

Whether we are coaching new graduates or board directors, one of the topics that constantly comes up is how to give and receive feedback. Other frequent topics include time management and strategic thinking.

A Stanford study found that breaking the cycle of mistrust requires a more thoughtful approach to language and feedback. Read more about this in the study, [Breaking the Cycle of Mistrust](#). In fact they found that the 19 simple words below included productivity by 40%

**"I'M GIVING YOU THESE COMMENTS BECAUSE I HAVE VERY HIGH EXPECTATIONS, AND I KNOW THAT YOU CAN REACH THEM."**

Why are these words so effective?  
Because they let people know:

- They belong.
- You, our group, our team is special because of our high standards.
- I know that YOU have the talent to reach those standards.

After some experimentation, the team at Peepcoach found that these specific 19 words did not create the sense of personal accountability and agency we prefer during our coaching sessions. In fact, phrases that imply individuals need to meet the "high expectations" of others, especially those providing the feedback, can be counterproductive. Instead, we've trialled the following alternative phrases:

- **I am giving you this feedback because I know you have high standards and I know you can meet them.**
- **I am sharing this feedback with you because I know you are ambitious and would want to to hear constructive feedback.**
- **I am sharing this feedback because I know you have high expectations and that you will be successful.**

Today, when you are giving feedback, try using one of these sentences and see what happens!



**19 WORDS TO HELP  
YOU GIVE AND  
RECEIVE FEEDBACK  
MORE EFFECTIVELY**

Visit us online at [peepcoach.com](https://peepcoach.com), Call 1800 PEEPLC or email us at [hello@peepcoach.com](mailto:hello@peepcoach.com)

TIPSHEET NO 16, 2024

© peepcoach