

In hospitality, our success depends on communication. By embracing feedback as a growth tool, we elevate the entire guest experience.

Psychologically Safety Foundation

- Feel safe to speak up without punishment
- Open discussion of successes and failures
- Focus on situations, not blame

Effective Feedback Strategies

Giving Feedback - Use SBI Method:

- **Situation:** When and where
- **Behaviour:** Specific observations
- **Impact:** Effect on guests/team

Receiving Feedback - HEAR Method:

- **H**old back initial reaction
- **E**xplore what's shared
- **A**sk clarifying questions
- **R**eflect on application

The Follow-up Commitment

- Set specific timeline for improvement
- Schedule check-in meetings
- Create an accountability loop

Practical Tips

Finding Privacy:

- Schedule before/after shifts
- Use quiet corners during non-peak hours
- Take "feedback walks"

Remember: Words Matter

Phrases to avoid:

- Absolutes: "always/never"
- "But" statements
- Judgmental labels
- Vague terms

Instead, try:

- Specific observations and occasions
- Additive language
- Focusing on behaviour
- Concrete examples

For example:

- Instead of "You never greet guests with a smile," say "I noticed during the morning shift that some guests weren't greeted with a smile."
- Instead of "the room service was quick but the presentation was sloppy," say "The room service was quick, and the presentation could be enhanced by arranging items more carefully."
- Instead of: "Your customer service needs improvement," say "When checking in guests, introducing them to our amenities and asking about their preferences creates a more personalized experience"