

Coaching the Coaches: 10 Tips for Giving Better Feedback

Companion to *The PSM Show* Episode: “How to Coach and Give Feedback”

01

Coach—Don't Direct

Help team members find their voice, don't script it for them.

02

Lead With Empathy

Feedback is emotional. Start with compassion and curiosity, not critique.

03

Time Your Feedback Wisely

Don't dump all your notes at once and right away. Let them get comfortable before you get surgical.

04

Use a Simple Structure

1. What worked
2. What to improve
3. **How** to fix it

Keep it specific, constructive, and audience-focused.

05

Focus on the Outcome, Not the Personality

Talk about message clarity, audience connection, or presence — not quirks or style. Do not try to mold them into someone they are not.

06

Reframe, Don't Criticize

Instead of: “That didn't work”, Try: “What's another way we could approach that part?”

07

Adapt to the Individual

Not everyone is coachable in the same way. Tune in, read the room, and meet people where they are.

08

Celebrate Small Wins

Positive reinforcement builds safety which leads to confidence. Don't wait until it's “perfect” to say it's good.

09

Model What Great Coaching Looks Like

Narrate your process, stay calm under pressure, and show people how to give feedback by doing it well.

10

Make It About The Team

Keep the big picture in view. Build chemistry, not competition within your team.



Want more? Listen to “Coaching the Coaches” on *The PSM Show* wherever you get your podcasts.



Part 1 and **Part 2**