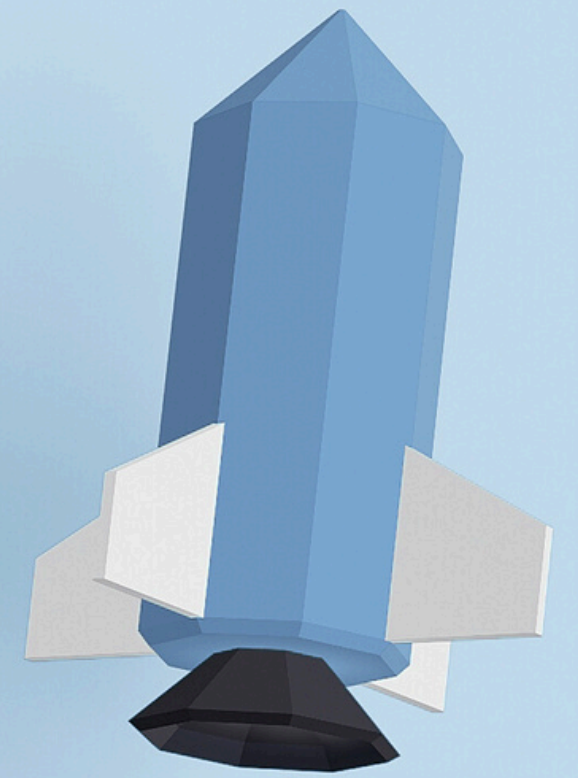


Feedback That Fuels

Reframing Feedback as a Tool for
Trust, Growth, and Alignment





Introduction

BACKGROUND

- Supervisor, Leadership Coach + Executive Briefer, Department of Defense
- High school teacher
- Chief of Staff
- Head of HR

CURRENT

- Certified Leadership and Performance Coach
- Director of Coaching, PPCaDI
- 3x business owner and chicken tender

Introduction

BACKGROUND


- Supervisor, Leadership Coach + Intelligence

INTRODUCE YOURSELF

Share your name, role, and
location in the comments

Coach

- 5x business owner and chicken tender

A high-angle, slightly blurred photograph of an office environment. Several people are seated at white desks, working on laptops. The desks are equipped with various office supplies like pens, paper, and water bottles. The office has a modern feel with white partitions and a light-colored floor. The image is used as a background for the presentation slide.

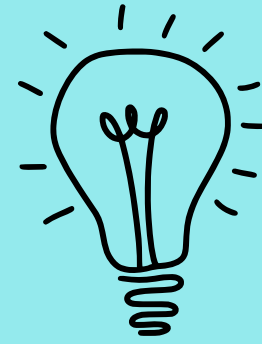
AGENDA

Introductions
Reframing Feedback
CDB Framework
4-Step Feedback Flow

A woman with glasses and a pink shawl is speaking to a group of people in a classroom setting. A chalkboard with the word 'WELCOME' and Chinese characters is visible in the background.

TODAY'S GOAL

Build confidence to lead feedback conversations that are clear, aligned, and understood



Think of the last time you gave or
received feedback.

What assumptions did you
bring into that moment?
What did it feel like?

Reframing Feedback

Feedback ≠ Criticism

Feedback can be a relationship builder,
not just performance correction

**When we focus on connection and clarity,
feedback builds trust and alignment**

Reframing Feedback



"What do you expect when someone says 'I have feedback for you'?"

Share in the comments

feedback builds trust and alignment

Feedback Begins *Before* the Conversation

Feedback starts with your internal landscape:

- What do you **believe** about the other person?
- What are you **assuming** about yourself or the conversation?

The 4 Parts of Communication

**WHAT
YOU
SAY**

**WHAT
YOU
MEAN**

**WHAT
THEY
HEAR**

**WHAT THEY
MAKE IT
MEAN**

A Tool for Understanding

CDB FRAMEWORK

Concept: What's the big idea?

Definition: What does it mean to you?

Behavior: What does it look like in action?

Applying the Framework

Concept: Professionalism

Definition: Showing reliability, respect, and preparation in the workplace

Behavior:

- Joins meetings early with camera on and materials ready
- Uses correct names/pronouns
- Sends timely follow-ups






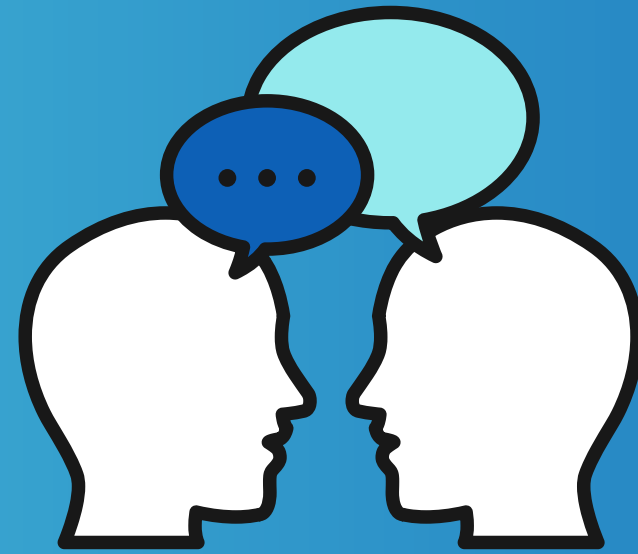
Scenario: A team member consistently misses deadlines

- Apply CDB to the concept of “accountability”
- Walk through the 4 parts of communication
- Consider your own mindset before and after using the model



Key Takeaways

1. Feedback is a leadership skill and an act of alignment
 2. It begins before the words are even spoken
 3. Using tools like CDB and communication awareness ensures clarity and connection
- 



LET'S TALK ABOUT IT

ASK ME ANYTHING

LET'S STAY CONNECTED

✓ **Follow Positive Psychology Coaching and Diversity Institute on LinkedIn** for more insights on leadership & workplace culture.

✓ **Connect with me to learn more about customized training, workshops, & coaching:** Chelsey Parkinson, chelsey.parkinson@ppcadi.com



For more information
ppcadi.com