



# SITUATION, BEHAVIOUR, IMPACT

## WHAT IS IT?

SBI - Situation, Behaviour, Impact, is a structured feedback tool designed to provide clear, objective and actionable feedback. It helps to deliver constructive input by focusing on specific observations and their consequences.

## WHY USE IT?

- **Objective and Specific:** SBI ensures feedback is based on facts and directly observed actions.
- **Promotes Growth:** Helps individuals understand the consequences of their behaviour and changes they can make.
- **Encourages Psychological Safety:** Facilitates open dialogue by providing a structured and constructive framework for feedback.

## 1 SITUATION: SETTING THE STAGE

- Define the specific context or situation where the observed behavior occurred.
- Briefly outline the circumstances, time, and place.  
*Example: During last week's team meeting (Situation), when discussing the upcoming project deadline...*

## 2 BEHAVIOUR: DESCRIBE THE OBSERVABLE ACTIONS

- State the specific behaviours you observed without making assumptions or judgments.
- Use concrete and factual language.  
*Example: You interrupted team members multiple times, expressing disagreement without allowing them to finish their points (Behaviour).*

## 3 IMPACT: EXPLAIN THE CONSEQUENCES AND RESULTS

- Describe the impact the behaviour had on individuals, the team, the project or the client.
- Highlight both positive and negative effects, focusing on facts and outcomes.  
*Example: This led to a disruption in the flow of ideas and team members seemed hesitant to share their thoughts, impacting the overall collaboration and creativity (Impact).*

## TIPS FOR EFFECTIVE SBI

1. **Timeliness:** Provide feedback as close to the observed behaviour as possible.
2. **Clarity:** Use clear and concise language to avoid misunderstandings.
3. **Balance:** Highlight both positive and negative impacts for a well-rounded perspective.

## SBI IN PRACTICE

**Situation:** During the client presentation last Friday...  
**Behaviour:** You were well-prepared, and your slides were visually engaging...  
**Impact:** Resulting in a positive impression on the client, showcasing our professionalism and attention to detail.