

IDEO's C.O.I.N.S Feedback Model



The world-leading designer and thinkers at IDEO use an effective model for providing needed, and timely feedback to others. It's a method that reduces possible negative consequences, and after users become used to the model, it can be extremely effective in discussing things which usually get avoided until it's far too late.

Impact

Feel like you might have some feedback to deliver, but can't assess where to begin? This framework will help you determine if your feedback is really feedback, as opposed to something personal, and how to deliver it in a clean and productive way that supports the development of the recipient.

How To

While this isn't the only way to deliver feedback, it is a method which can help you move through the experience, and increases the chance of a smooth conversation. Outside of the context of a Flights session — where feedback is an expected activity — it is best to always ask permission to give feedback. The recipient must be in the right mood/state/ place to hear and receive the feedback well, so running out the door to catch the bus, or in between meetings, probably isn't a good time.

C - Context - *When and where - "Yesterday during the client meeting..."*

O - Observation - *What you observed in non-judgmental language - "I noticed or I observed.."*

I - Impact Perceived - *What you perceived the impact of the behaviour or action to be (this is your experience of the event). What was the impact on you and perceived impact on the rest of the room?*

N - Next - *What might be next for this individual? Where would you point them for next action? What is the request underneath the complaint? How can this person leverage their strengths to do it differently next time?*

S - Stay - *Stick around and be responsible for the impact of the feedback. Check in with the recipient: How did it land? What is the next step? How can I support you? What can I do to help things go right next time? (Not to be confused with hovering when the individual needs personal time to digest the feedback. This is more about how you can help them.)*

Pro Tip:

Role-Play | If you're concerned about the outcome of delivering feedback, if the relationship is worth putting in more time and effort into preparing for the conversation, try role-playing with a *trusted* colleague or friend. Ask your partner what worked and what didn't work, and try again until you're both comfortable!