



5 STEPS TO

How to Give Feedback That Builds Trust *(Not Break It)*

Logan McKnight
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★ Meet Face-to-Face

*Have the conversation in person
(or video call)*

- Body language matters more than words
- Shows respect and investment in them
- Prevents misinterpretation via text/email
- Creates space for real dialogue

*Remote leaders: This is worth
the extra coordination*

★ Be Direct About Your Intent ★

Tell them exactly why you're giving this feedback

- "I see you as a leader on this team, but you need to make some improvements."
- "I hear your concerns, but you aren't voicing them constructively."
- "You're a valuable player but your communication style is creating friction."

Clarity of intent = trust

Draw Clear Lines

Be crystal clear about expectations

✓ Acceptable: Specific behaviors that work

✗ Unacceptable: Specific behaviors that don't

No gray areas. No guessing games.

Example: *"Responding to urgent calls/texts within 20 minutes is the standard. Waiting until the next day creates unnecessary anxiety for the whole team."*

Follow with Their Strengths

Always show genuine appreciation

"Here's what you're doing that's making a real impact..."

- Specific contributions they make
- How they help the team succeed
- Why their role matters

This isn't sugar-coating. It's showing them their full picture.

★ Give them Ownership ★

Let them help create their own path forward

"What are your thoughts on ideal next steps?"

"Knowing my concerns, do you have any of your own before you implement any changes?"

"Could you send me an e-mail summarizing our conversation so I know we're on the same page."

When they come up with the solution, they're making a commitment to themselves as much as to you

The Result

When you follow this framework:

- Team members feel supported, not attacked
- They own their improvement plan
- You have documentation when needed
- Performance improves without losing good people

Feedback becomes fuel for growth, not fear.

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Helping you lead with clarity,
empathy, and impact

If you're a leader who
wants to master difficult
conversations while
building stronger
remote teams, follow me
for more leadership
content.



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