FEEDBACK & COURAGE

Introducing FEARLESS FEEDBACK

F | FLUFFY

F | FAKE

F | FORCEFUL

F | FEARLESS

Say What Matters · With Clarity and Compassion

THE FOUR F'S AND HOW TO MASTER THEM

ALWAYS BE A DIAMOND

THE FOUR TYPES OF FEEDBACK

Every piece of feedback faces two tests. Is it factual? Is it friendly? Fluffy and Fake fail the first. Forceful fails the second. Fearless passes both: honest, specific and grounded in care.

F
FLUFFY
The Avoider

F
FAKE
The Pretender

F
FORCEFUL
The Bulldozer

F
FEARLESS
The Standard

= FEEDBACK THAT WORKS

"The conversations most people avoid are usually the ones that matter most."

F

FLUFFY

The Avoider

FRIENDLY + FALSE

So soft the point never lands.

Fluffy feedback is friendly but false. Overly nice, unstructured and never about anything specific, it's so wrapped in padding that the person leaves with no idea anything needs to change.

- You bury the message under so much praise it disappears
- You keep it vague. Nothing specific, nothing they can act on
- You leave the conversation relieved. They leave it none the wiser
- You protect your own comfort and call it kindness

F

FAKE

The Pretender

UN-FRIENDLY + FALSE

Says one thing. Means another.

Fake feedback is unfriendly and false. No evidence, no structure, built on other people's opinions and often delivered behind your back. Nothing erodes trust faster.

- You say "great job" out loud and something different in private
- You pass on other people's opinions as if they were evidence
- You deliver it behind backs instead of face to face
- You trade short term harmony for long term trust

F

FORCEFUL

The Bulldozer

UN-FRIENDLY + FACTUAL

Honest? Yes. Helpful? Not a chance.

Forceful feedback is factual but unfriendly. It might even be accurate, but it's delivered aggressively, critically and often impulsively, and nobody hears the message through the bruises.

- You prioritise being right over being heard
- You deliver criticism without a drop of empathy
- You make it one sided and often impulsive
- You leave people defensive, deflated and no clearer on what to do

F

FEARLESS
The Standard

FRIENDLY + FACTUAL

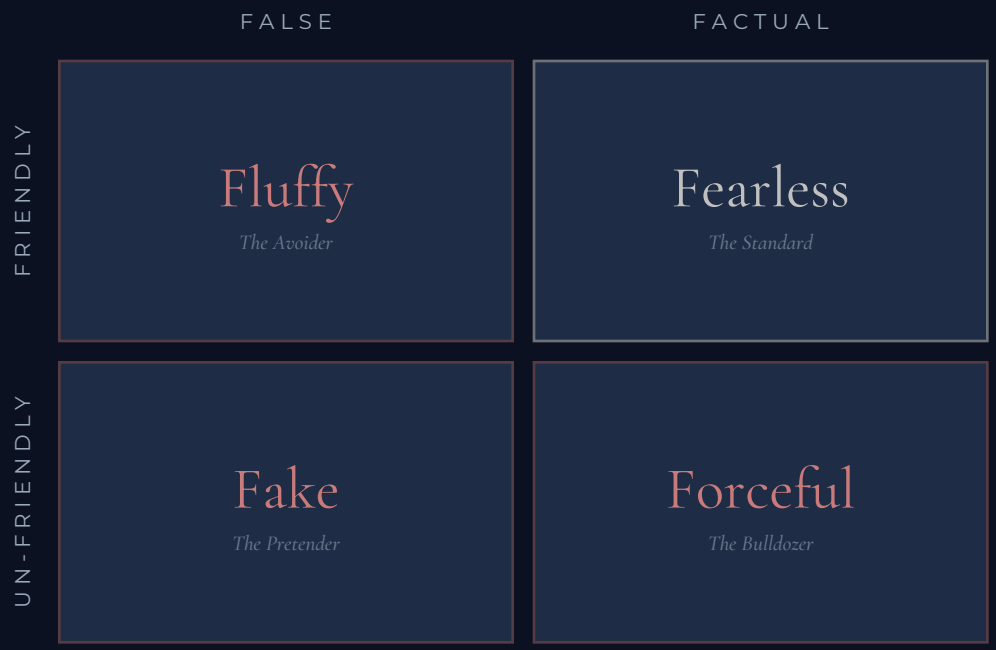
Honest, specific and grounded in care.

Fearless feedback is factual and friendly. Structured, honest and evidence based, delivered with empathy, care and genuine encouragement. That's the balance the other three miss.

- You come structured and prepared, never off the cuff
- You base it on evidence and facts, not opinions and assumptions
- You deliver with empathy, encouragement and support
- You receive feedback as data, not a verdict

THE FEARLESS FEEDBACK MATRIX

Two questions decide the quality of your feedback. Is it factual? Is it friendly? Only one quadrant answers yes to both.



"Feedback is not an attack on who someone is. It's an investment in who they can become."

DROP THE FLUFF · DITCH THE FAKE · LOSE THE FORCE · BE FEARLESS

THE FIVE P'S

Before any challenging conversation, these five conditions turn good intent into a good outcome.

P | **Prepare.**
Have all supporting evidence and facts to hand. You cannot be factual without preparation

P | **Plan.**
Decide how and when you will have the conversation and what you will say. Improvising almost always produces Fluffy or Forceful

P | **Private.**
The conversation must happen in private, face to face or in a private call. Public feedback is humiliation

P | **Personality.**
Take personality out of it. It is about the behaviour, not the person

P | **Practise.**
Practise before you have the conversation. And keep practising having these conversations regularly

"The report was late three times" is a fact. "You are unreliable" is a character assassination.

STEPS TO SUCCESS

Fearless Feedback is a practice, not a one off event. Five steps to make it stick.

1 | Ask for feedback first.
Before you give, get. It disarms defensiveness and signals genuine two way intent

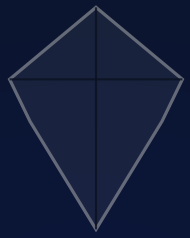
2 | Give positive praise.
Lead with something specific and recent they've done well. A real acknowledgement, not a throwaway compliment

3 | Give constructive feedback.
Factual and friendly, grounded in evidence, delivered with empathy. This is where Fearless lives

4 | Read and adapt.
Read the person in real time and adapt your style, never the substance, if it isn't landing

5 | Make it regular.
The more often you do it, the less charged each conversation becomes

"Before you give, get. Then make it a habit."



The Fearless

FEEDBACK FRAMEWORK

F	F	F	F
FLUFFY	FAKE	FORCEFUL	FEARLESS

"Say what matters, with clarity and compassion. Honest enough to be useful. Kind enough to be heard."