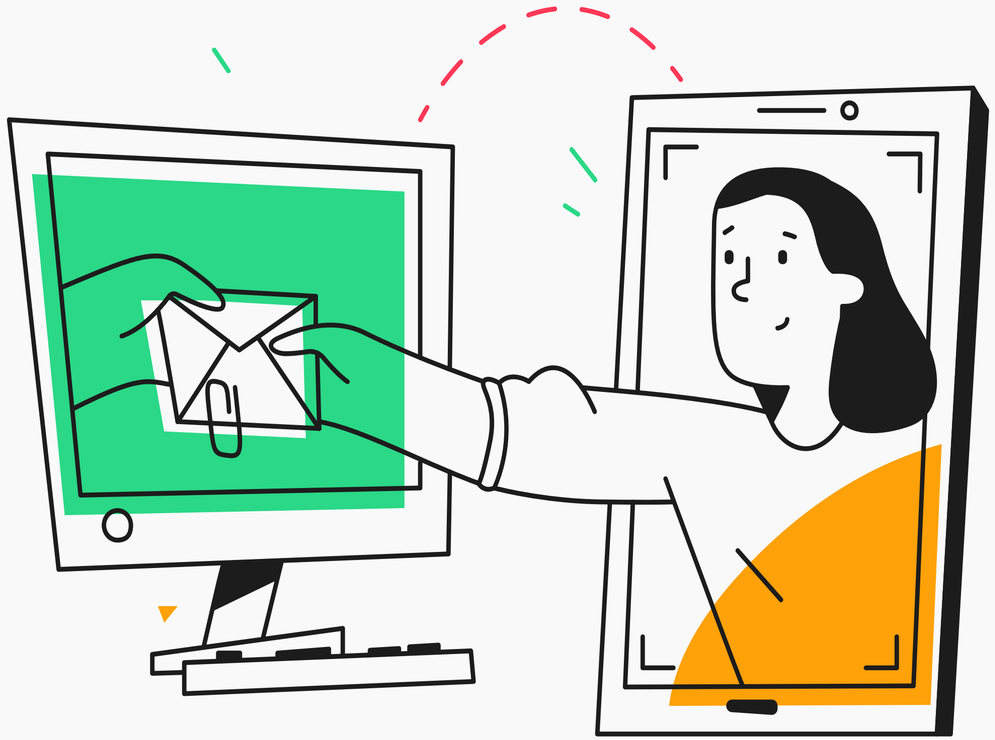
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The 3 Cs of feedback*

An evergreen framework for clear and objective feedback.



If you want to avoid giving feedback that feels confusing, subjective, or pointless to the other person, stick to the **3 Cs framework**: Context, Conduct, Consequence.

You'll find a related exercise on the back!

01 **Context**

This is the part of the feedback where you clearly state **when and where** the *Conduct* you're referring to took place.
For example: "**This morning at 9:15, when the video call started…**"

02 **Conduct**

Describe what the other person said or did **in a neutral, objective way**. Avoid adding any moral judgment or interpretation.
For example: "This morning at 9:15, when the video call started, **you were working on other tasks and joined at 9:25…**"

03 **Conseguenza**

Describe **one specific, understandable effect** that the *Conduct* had, and propose a solution.
For example: "This morning at 9:15, when the video call started, you were working on other tasks and joined at 9:25. **I wasn't sure you'd be on time to present your part, so I adjusted the timing of my presentation. That made me feel uncomfortable. Next time we're presenting together, could you stick to the agreed schedule?**"

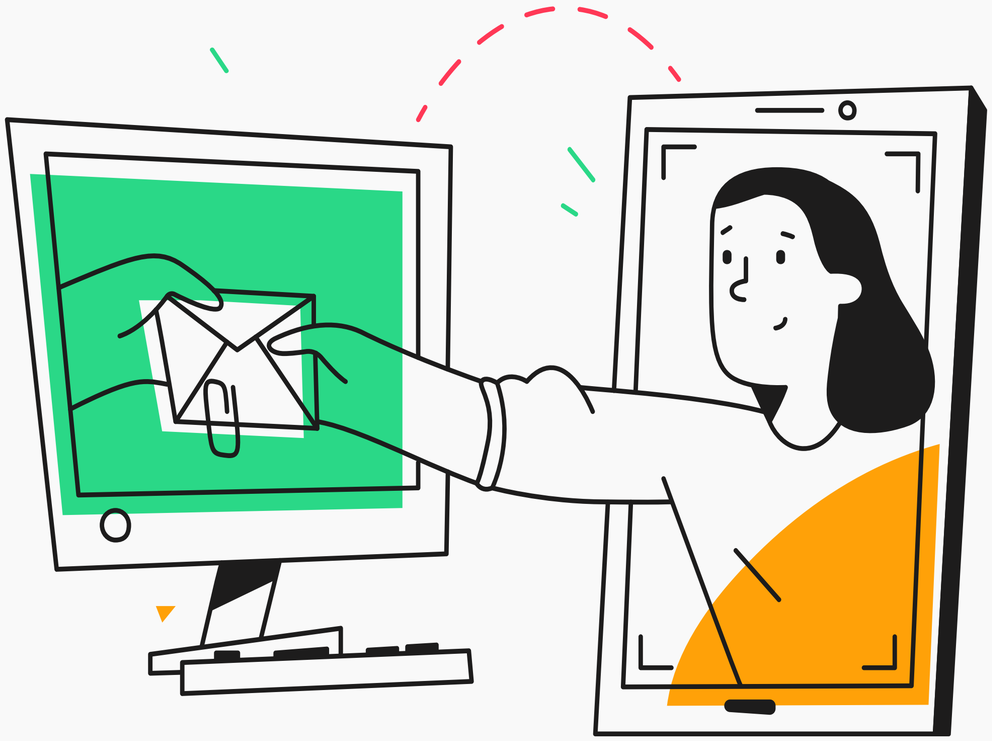
***This model is inspired by the SBI method (Situation–Behavior–Impact)**

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Turn a confusing piece of feedback into a clear one using the 3 Cs

Example of feedback that doesn't follow the 3 Cs

"Why does this always happen? You keep ignoring the tasks I assign you and it completely messes up my whole day. This behavior is harmful for you, for me, and for the whole team!"



Read the feedback on the left, then think about how you could make it clearer and more objective by applying the 3 Cs.

Context (give clear time and place references)

Conduct (describe the person's actions in an objective way)

Consequence (describe a specific effect and suggest a solution)