SHIFT · PHASE 4

Feedback As Tool

> *"Feedback is not judgment. It's information."*

When to use this toolkit

When you want to adjust faster based on what reality is telling you. When a campaign doesn't land, when an employee grows quieter, when revenue declines while you work harder. These aren't personal shortcomings — they're signals.

Session instructions

Print this PDF. Grab pen and paper. Door closed. Phone off. At least one hour. No distractions. No external input. Just you and the truth.

Worksheet 1: The Feedback Mirror

Split what you observe into two parts: the fact and the story you tell yourself.

1. What is the fact, without the story?

Colin's example: The campaign brought in 70K instead of 300K. That's the fact.

2. What story do I tell myself?

Colin's example: We were too late, if only we'd done it 3 months earlier.

3. What do I know this means, but don't want to acknowledge?

Colin's example: That the timing was off. And that I already knew before we started.

4. What do I need to change if I look at this honestly?

LIE DETECTION **Which result do I interpret as failure, while I know it's information I don't want to hear?**

Worksheet 2: The Response Radar

Signals you've received and consciously or unconsciously ignored.

5. Which signal have I received but not yet processed?

6. Who or what did this signal come from?

7. What would I do differently if I take this signal seriously?

Worksheet 3: The Course Correction Loop

The one small correction that makes the biggest difference.

8. Which adjustment am I postponing while I know it's necessary?

9. What is the one surgical correction that would make the biggest difference?

10. Which course correction do I make this week?

Worksheet 4: The Trust-Verification Balance

Where you trust and where you should verify.

11. Where do I call it trust, but is it looking away?

Situation:	The truth:

12. Where do I trust blindly when I should verify?

Trust in:	What should I check?:

13. Which verification do I set up this week?

LIE DETECTION **Which feedback are you ignoring because following up means admitting you were wrong?**