

60 useful performance review phrases - Culture Amp

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Executive Summary

This article addresses the challenge of providing effective performance review feedback by offering 60 specific phrases organized by context (self-evaluation, manager feedback, peer review). The authors argue that clear, behavior-focused feedback improves performance reviews and overall employee experience. The article presents the Situation-Behavior-Impact (SBI) feedback model and Stop/Start/Keep Doing framework as structured approaches to delivering feedback. Key evidence includes expert quotes from recruiters, coaches, and managers who emphasize objective, behavior-based feedback over subjective personality assessments. The article implies that using structured phrases and frameworks can make performance reviews more effective and less awkward for all participants.

Key Insights

1. Behavior-focused feedback rooted in observable actions is more effective than subjective personality assessments
2. Self-evaluations become less awkward when structured around specific examples rather than personal traits
3. Performance review effectiveness improves when feedback is categorized into stop/start/keep doing actions

Practical Takeaways

- Use the SBI model (Situation-Behavior-Impact) to structure feedback around observable facts rather than opinions
- Frame self-evaluation feedback with concrete examples and measurable results to avoid subjective language

Frameworks Mentioned

SBI Feedback Model — Structure feedback around three components: describing the specific situation, observable behavior, and impact on others

Stop/Start/Keep Doing framework — Provide feedback on what employees should stop, start, and keep doing to make the most impact in their role

Critical Analysis

Strengths include practical applicability with specific phrase examples and expert insights from practitioners. The structure is clear and addresses different review contexts. Limitations include lack of empirical research validating these approaches, potential oversimplification of complex feedback dynamics, and limited discussion of cultural or contextual variations. The article shows slight bias toward Culture Amp's mission but remains relatively balanced in presentation.

Organizational Practice

The article describes Culture Amp's mission to build a better world of work and references Weploy's use of the Stop/Start/Keep Doing framework for structuring feedback

Strategic Implications

The emphasis on structured, behavior-based feedback suggests organizations are moving toward more systematic approaches to performance management, with frameworks like SBI and Stop/Start/Keep becoming standard tools for improving feedback quality and reducing review ambiguity

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