



The Say More Method

A 4-Step Framework for Clear, Human Feedback





The Say More Method

As a CEO or executive, your ability to communicate with clarity, care, and precision sets the tone for your entire organization. The Say More Method helps leaders at all levels deliver feedback that is honest but not harsh, grounded but not vague. It brings structure to difficult conversations, prevents misunderstandings, and strengthens relationships across teams.

Making the Method Work

STEP 1: Describe what actually happened. Stick to observable, specific actions.

FACTS Example: “You interrupted me twice in that meeting.”

STEP 2: Share the story you made up or the assumptions you had in that moment. Own the narrative you’re adding to the situation and help them see the impact.

FICTION

Example: “I wondered if my input wasn’t valued.”

STEP 3: Name the feeling. Keep it short and real. This makes the feedback more human and less sharp.

FEELING Example: “I felt discouraged.”

STEP 4: Get clear on what you want going forward, not just what went wrong. Share the overall outcome or behaviour you’re looking for and a small step that could help move things in that direction.

FORWARD

Example: “I want us to feel like collaborators.” / “Can we agree to pause before jumping in?”



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Quick Gut Check

Before you say anything, check in with yourself. You have a responsibility to give feedback from the right headspace

- Can I assume positive intent?
- Am I curious, not just trying to be right?
- Am I clear on what I want, not just what bothered me?

Feedback 🤝 Good Leadership

- Cuts through drama with clean facts
- Gets everyone on the same page faster
- Gives you a structure you can repeat again and again
- Supports the kind of conversations that grow and develop people

The Say More Method for Appreciative Feedback

Appreciation is one of the most powerful and under utilized leadership tools you have. When you use the Say More Method to give positive feedback, you do more than boost morale. You show people exactly what's working and why it matters. It turns fleeting praise into something memorable and meaningful, reinforcing the kind of culture you want to lead.

FACT: "You paused the meeting and asked Sam what she thought, even though we were almost out of time."

FICTION: "I thought, wow, you're really committed to making space for every voice!"

FEELING: "I felt impressed and grateful!"

FORWARD: "I care about creating a team where everyone feels heard."
"I'd love to see you model that again in our next team sync."

The Say More Method is just one of the tools I teach to help leadership teams have braver, clearer conversations. If you're ready to align your executive team, grow your managers, or scale a feedback culture across your company, let's talk.

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