



Helping your Team Turn Feedback into Growth

Some of the keys in retaining employees aren't just about providing competitive pay or benefits—it's about fostering growth, engagement, and self-awareness. When employees struggle to translate feedback into action, it can create frustration for both them and their leaders. If left unaddressed, this cycle can lead to disengagement, performance stagnation, and eventually, turnover.

The truth is the issue usually isn't about not understanding the feedback or not having the skills—it's often about self-honesty. When people struggle to see their own blind spots, they might filter feedback through a protective lens instead of truly taking it in. They're not being stubborn on purpose—it's just human nature! So how do we help employees move past this and actually grow?

Make it about self-awareness, not just feedback

There are three questions you can ask to make it about self-awareness, not just feedback. Instead of just telling someone what needs to improve, try guiding them toward their own insights with questions like:

- What do you think is holding you back?
- How do you see your actions impacting the team?
- What's the biggest challenge for you in applying this feedback?

👉 Why it works: When employees feel like they're part of the conversation (not just being talked at), they're more likely to take ownership of their growth—and stay engaged in their role.

Watch for signs of self-avoidance

Some team members might deflect responsibility, downplay issues, or avoid deeper reflection—not because they don't care, but because being truly honest with themselves is hard. Instead of pushing harder, help them feel safe enough to open up.

👉 Why it works: People stick around when they feel supported rather than judged. If they're afraid of being "called out" or feeling like they're failing, they're more likely to disengage—or leave.

Create a culture where growth is a journey

Employees are more open to feedback when they see it as a normal part of learning—not a sign that they're not good enough. Make sure they know:

- Progress matters more than perfection
- Everyone (including you!) is always learning

- It's okay to ask for help or admit struggles

👉 Why it works: When employees feel comfortable growing without fear of judgment, they're happier, more engaged, and more likely to stay.

The bottom line: Feedback is a retention tool

The best leaders don't just give feedback—they help people discover their own potential. When employees feel valued, supported, and encouraged to grow, they won't just improve—they'll stick around longer because they know they're in the right place. A simple shift from "Here's what you need to work on" to "Let's figure this out together" can make all the difference.

-Anna Datskiv, Retention Strategist, CMG and HomeCare