


## 5-Step Framework to Giving Feedback to Gen Z Advisors

Gen Z expects feedback to be useful, timely, two-way and rooted in mutual growth. When delivered well, it becomes a powerful tool for trust-building, course correction and personal development.

Use this approach — and suggested language — to give and receive feedback in a way that resonates with Gen Z advisors.

### 1. Start the conversation

 *"I want to ensure we're on the same page, and I'd like to see this situation through your lens."*


 *"It's important for me to support you as we move forward."*

✓ Normalize feedback by building it into regular team check-ins and touchpoints.

✓ Use an informal, conversational tone to open the door and reduce anxiety.

**Tip:** Don't wait for quarterly reviews. Make feedback a rhythm, not an event.

### 2. Describe the gap

 *"I've noticed some variations in quality and timeliness. Let's explore why that might be."*

 *"I want to explore how this impacts our overall goals."*


✓ Be specific and behavior-focused — never personal.


✓ Tie feedback to shared team values, not just performance metrics.

✓ Consider your tone: constructive, supportive and forward-looking.

**Tip:** Use real-life examples from recent work. Timeliness = relevance for Gen Z.

### 3. Express your purpose

 *"I'm sharing this because I care about your success and want to help you keep growing here."*


 *"I want to be sure we're both aligned on how to reach our goals."*

- ✓ Reinforce your commitment to their growth and development.
- ✓ Show that feedback is about improvement, not punishment.
- ✓ Pair constructive feedback with a confidence-boosting reminder of past wins.

**Tip:** Celebrate small victories. Recognition builds trust and retention.

#### 4. Invite two-way dialogue


 *“What are your thoughts on what I just shared?”*

 *“What support would be most helpful for you right now?”*

- ✓ Ask for feedback on your leadership and communication style.
- ✓ Embrace technology if it supports open dialogue (shared notes, follow-up forms, etc.).
- ✓ Keep a running conversation — not a monologue.

**Tip:** Create space for upward feedback. Gen Z wants to be heard.

#### 5. Co-create the path forward.

 *“Let’s agree on the next step and check in next week to revisit.”*

 *“Would it help to shadow another advisor or attend a peer session?”*

- ✓ Align on one or two action steps together.
- ✓ Follow up quickly and reinforce progress with encouragement.
- ✓ Make feedback visible — consider documenting agreements digitally.

**Tip:** Offer tools, mentorship and next-step suggestions. Help Gen Z think like independent business owners growing their brand.