Feedforward, a concept popularized by Marshall Goldsmith, flips the idea of traditional feedback. Instead of looking backwards, you look forward by proactively seeing advice from others.

**Try it:** Get clear on what you want to work on. Ask others for forward thinking advice on that growth or change area. Example: “I’m working on time management. Do you have any ideas?” Accept the advice with a simple thank you and no judgement. If you do this with several people, you’ll end up with a list of ideas worth exploring.

Feedforward is a sharing concept that helps you focus on the future, not what happened in the past.

**KEEP ON LEARNING**

- For applying with a team, watch Marshall Goldsmith’s video: “Feedforward: Coaching for Behavioral Change.”
- Consider having a group feedforward activity like this at your next staff meeting. By putting several great minds on your problem or opportunity, you’re sure to make progress and support each other.