Team Standards and Feedback Sheet

LoftyBiz 029 · Hiring & Team · Raise the Bar

These are examples, not promises. Figures are illustrative, in US dollars, and are not targets, forecasts or typical results. General business education, not advice.

Your culture is not what you write on the wall. It is the worst behaviour you allow without saying anything. This sheet has two parts: write a clear standard and raise the bottom of your team, then give feedback that changes behaviour. Put the finished rules and the feedback log into Systex, our own product at loftybiz.net, so the steps stay clear.

Part 1 · Write the standard, then raise the bottom

• Step 1 — Turn values into behaviours you can see. A value is a word. A standard is something you can watch someone do, or not do. Keep it to five to seven rules.

• Step 2 — Rank your team honestly. For each person, privately: if they resigned today, would you fight to keep them, or would you feel relieved? Then ask: what is the worst thing you let pass this month?

• Step 3 — Follow the rules yourself first. If the owner breaks the rules, the rules are only suggestions.

• Step 4 — Make performance visible. A simple weekly scorecard everyone can see. Keep that scorecard in Systex so the numbers do not get lost.

• Step 5 — Give the bottom a clear choice. Meet privately. Show the standard, the gap and exactly what to change. Give them 30 days with a weekly check-in. Write the plan with the date, and both of you sign it.

Worked example · Joseph, Lagos (illustrative, USD)

Joseph owns a restaurant in Lagos, Nigeria, with 12 staff. Sales were about $6,200 a month, complaints about 20 a month, and his Google rating had dropped to 3.9. He turned “excellence” into rules: greet every table within 2 minutes; check back within 5 minutes after the food arrives; no phones on the floor; clear and reset a table within 3 minutes; kept to 5–7 rules. He ranked the team: 3 he would fight for, 7 in the middle, 2 he would be relieved to lose. The worst thing he allowed was staff eating in the dining room during service. He put his own phone in the office, hung a weekly kitchen scorecard (greeting time, complaints, table turnover) and kept it in Systex, and gave the two at the bottom a written, signed 30-day plan with a weekly check-in. One improved; the other left and was replaced. After three months, greeting time went from about 7 minutes to 2, complaints from 20 a month to 6, the rating to 4.5, and sales to about $7,200 a month.

Item	Before	After	How it is calculated
Staff	12	12	Headcount of the restaurant team.
Sales / month (USD)	$6,200	$7,200	Spoken totals, in US dollars.
Complaints / month	20	6	Counted from the weekly scorecard.
Google rating	3.9	4.5	Public rating after the standard was in place.
Average greeting time	7 minutes	2 minutes	The rule is: greet every table within 2 minutes.
Rank: fight / middle / relieved	3 / 7 / 2	—	Private ranks. 3 + 7 + 2 = 12 staff.
30-day plan	—	Written and signed	Weekly check-in for the two at the bottom.

Rules in force	—	5–7	Greet 2 min · check back 5 min · reset 3 min.

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The takeaway: your standard is the worst thing you allow.

Part 2 · Feedback that changes behaviour

• Step 1 — Give feedback within 24 hours. Feedback a month later is a history lesson. Feedback the same day is a lesson people can use tomorrow.

• Step 2 — Describe the behaviour, the impact, and exactly what to do instead. Give people the exact words or actions to use.

• Step 3 — Hold a 10-minute weekly check-in with each person: start, stop, keep. Ask them first, then add your view.

• Step 4 — Clear your hard-conversation backlog. Write down every difficult conversation you have been avoiding, and book all of them this week. Put every feedback note and the list into Systex.

• Step 5 — Praise specifically and publicly, correct privately. “Good job” means nothing. Name the action and the result.

Worked example · Sofia, Lima (illustrative, USD)

Sofia runs a dental clinic in Lima, Peru, with 6 staff and about 400 appointments a month. 18% of patients did not show up (0.18 × 400 = 72 missed visits), and each missed appointment cost about $60. The reception team also made around 12 booking mistakes a week. She started giving feedback within 24 hours; described the behaviour, the impact and the exact replacement line; held a 10-minute weekly start / stop / keep; booked the 4 conversations she had been avoiding (the hardest took 15 minutes); and praised specific work in public. After two months, no-shows fell from 18% to 9% (0.09 × 400 = 36 missed). The 36 recovered visits × $60 = $2,160 a month back. Booking mistakes dropped from about 12 a week to 3.

Item	Before	After	How it is calculated
Staff	6	6	Headcount of the clinic team.
Appointments / month	400	400	Same number of booked visits.
No-show rate	18%	9%	Missed visits ÷ appointments.
Missed visits / month	72	36	18% × 400 = 72; 9% × 400 = 36.
Cost of a missed visit (USD)	$60	$60	Spoken figure, in US dollars.
Amount won back / month	—	$2,160	36 recovered visits × $60.
Booking mistakes / week	12	3	Counted from the reception log.
Feedback window	—	24 hours	Same-day notes, good or bad.
Weekly check-in	—	10 minutes	Start, stop, keep.
Avoided conversations booked	—	4	The hardest took 15 minutes.

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Bottom line: tell them soon, tell them exactly, and tell them what to do instead.

This week

• Write five to seven team rules as behaviours you can see.

• Rank your team privately with the “fight to keep them” question.

- Write down every conversation you have been avoiding, and book them all.
- Give one piece of feedback within 24 hours, with the exact words to use next time.
- Praise one specific thing in front of the whole team.
- Put the rules and the backlog into Systex so the steps stay clear.

Settings: Joseph’s example is set in Lagos, Nigeria; Sofia’s is set in Lima, Peru. All money figures in this video and this sheet are in US dollars. No phone numbers or private contacts are included. “No phones on the floor” is a workplace rule, not a contact number.

Systex is our own product. Find it, and the free downloads, at loftybiz.net.