



Rule No. 42 —Feedback is a gift.

Most people say they want feedback, until they actually get it.

Most of us aren't wired to receive feedback well, even when we desperately need it. But feedback, when accepted without defensiveness and viewed as fuel, not fire, is a shortcut to growth, clarity, and leadership maturity. Ignore it, and you stay stuck. Embrace it, and you evolve.

The Hard Truth

The feedback you resist the most is often the feedback you need the most.

The customer who tells you what's broken is more valuable than the ten who quietly leave.

The employee who tells you hard truths is more valuable than the room that only nods.

Stop punishing honesty and start creating environments where it's the norm.

Ask Yourself —

What's one thing I'm doing that I don't see, but others do?

Is there something I used to do well, but have let slip?

Action Steps —

This Week's Edge: Ask. Listen. Apply.

Growth doesn't come from receiving feedback —it comes from acting on it.

This week, make it your goal to uncover one blind spot and turn it into one visible improvement.

Your Action Plan

1. Identify one person whose opinion you respect and who will be honest with you.
2. Ask one specific question, such as, "What's one thing I could do that would make me a more effective leader?"
3. Listen without interrupting, defending, or explaining your intentions.
4. Write down what you heard and separate the useful insight from your emotional reaction.
5. Choose one change you can implement immediately and intentionally practice it throughout the week.
6. At week's end, reflect on what changed and whether your adjustment improved your leadership or results.

Our Goal

To build the habit of actively seeking feedback, receiving it with humility, and turning honest input into measurable growth.

Make It a Habit

Schedule regular feedback conversations instead of waiting for annual reviews or problems to surface.

Leaders who consistently ask, genuinely listen, and visibly improve create organizations where honesty is welcomed, trust grows, and everyone gets better together.

This week is definitely one of our most important **Recommended Reads**

— *Thanks for the Feedback*, by Douglas Stone and Sheila Heen

This book cuts through the fantasy that feedback is easy —or that the real problem is everyone else.

The book makes it clear: the hardest part of feedback isn't giving it, it's receiving it without letting your ego, emotions, or instincts hijack the process. The authors unpack why even well-intended feedback can feel threatening and why our natural reactions often block growth. More importantly, they show how to separate the actual message from the emotional noise, how to dig for the actionable insight inside any critique, and how to stay grounded when your first instinct is to push back.

It's a manual for leaders who want to stop getting in their own way.

Practice the principles.



Each day, set 2 specific actions that move this week's Rule into practice and help complete the Action Step by week's end.

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