LEADERSHIP 360

A COMPREHENSIVE GUIDE TO GETTING THE MOST OUT OF YOUR 360 ASSESSMENT

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ABOUT

360 Degree Feedback is a system or process in which leaders receive confidential, anonymous feedback from the people who work around them. This typically includes their manager, peers, and direct reports. A mixture of about eight to twelve people fill out an anonymous online feedback form that asks questions covering a broad range of workplace competencies. The feedback forms include questions that are measured on a rating scale and also ask raters to provide written comments. The person receiving feedback also fills out a self-rating survey that includes the same survey questions that others receive in their forms.

Occasionally, external consultants or vendors who work regularly with the employee are included as well.

Executives and Leaders within organizations use 360 feedback surveys to get a better understanding of their strengths and weaknesses and future career development.

The 360 feedback system automatically tabulates the results and presents them in a format that helps the feedback recipient create a development plan. Individual responses are always combined with responses from other people in the same rater category (e.g. peer, direct report) in order to preserve anonymity and to give the employee a clear picture of his/her greatest overall strengths and weaknesses.

360-DEGREE MULTI-RATER ASSESSMENTS ADDRESS IMPORTANT COMPETENCIES AND PROVIDE OPPORTUNITIES FOR MANAGERS, PEERS AND DIRECT REPORTS TO PROVIDE IMPORTANT DEVELOPMENTAL FEEDBACK THAT THEY MAY NOT OTHERWISE SHARE

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HOW ARE
360-DEGREE REVIEWS DIFFERENT

360 FEEDBACK IS A DEVELOPMENT TOOL TO HELP EMPLOYEES RECOGNIZE STRENGTHS AND WEAKNESSES AND BECOME MORE EFFECTIVE

WHAT A 360 FEEDBACK SURVEY MEASURES

- 360 feedback measures behaviors and competencies

- 360 assessments provide feedback on how others perceive an employee

- 360 feedback addresses skills such as listening, planning, and goal-setting

- A 360 evaluation focuses on subjective areas such as teamwork, character, and leadership effectiveness

WHAT A 360 FEEDBACK SURVEY DOES NOT MEASURE

- 360 feedback is not a way to measure employee performance objectives (MBOs)

- 360 feedback is not a way to determine whether an employee is meeting basic job requirements

- 360 feedback is not focused on basic technical or job-specific skills

- 360 feedback should not be used to measure strictly objective things such as attendance, sales quotas, etc.

WHY IS 360-DEGREE IMPORTANT

Simply put, 360-degree multi-rater assessments address important competencies and provide opportunities for managers, peers and direct reports to provide important developmental feedback that they may not otherwise share.

When it comes to measuring valuable employee skills and attributes, few things are as important or effective as 360s. They measure things like leadership, teamwork, communication, decision-making, effectiveness, and collaboration. Given the continual demands of work, it is easy to get caught up in only looking at how well employees get their jobs done, instead of taking the longer term view to make sure they are developing into the most productive employee they can become within that job.

360s help managers and employees look at competencies that will help make them and their organizations better.

In addition, with more and more aspiring millennials and leaders in the workforce, providing regular feedback has never been more important. They both want feedback more than any other group. While providing ongoing multi-rater feedback is important,

360s provide a formalized process for a holistic view of strengths, weaknesses and opportunities for development. The results should be put into action plans to give employees the tools they need to develop into better employees.

360 AS A DEVELOPMENT TOOL

When done properly, 360 is highly effective as a development tool. The feedback process gives people an opportunity to provide anonymous feedback to a coworker that they might otherwise be uncomfortable giving.

Feedback recipients gain insight into how others perceive them and have an opportunity to adjust behaviors and develop skills that will enable them to excel at their jobs.

BEST PRACTICES

PLAN, IMPLEMENT AND FOLLOW-UP

1. Sufficient Planning:

360 degree feedback systems are intensive ventures if used correctly, for both management and employees. Therefore, it is essential to plan in advance in terms of time and money for your company's specific needs. What are the goals you are looking to conquer through multi-source feedback? This includes the number of times the feedback should be evaluated, the length of the surveys, and the type of performance data system used. In addition to conducting the survey, it is also crucial that time and resources are allocated for the analysis or follow up.

2. Senior Management Support:

A company's mission is determined by the senior management, so it is essential that this vision is also communicated in the 360 degree feedback. These stakeholders must believe in the multi-source feedback process and communicate the advantages so that employees gain trust and are able to realize their efforts are helpful to the overall process.

3. Choose the administrator carefully:

Even though senior management is likely to set goals for employees, they are rarely the ones to put the 360 degree performance evaluation into practice.This administrator is often times the company's HR manager, but it does not have to be. To select the person to administer the feedback and create the initial survey, it is important that they too believe in the company's vision.

4. Maintain Consistency:

An effective 360 degree feedback survey will ideally be conducted every several months as it will help to benchmark forward progress. Maintaining the same attitude throughout these surveys is important to ensure that results remain comparable and the data can be explained.

5. Positive Question Formulation:

Formulate your question in a positive manner avoiding negative constructs. The administrator of the 360 degree feedback program is responsible for setting the tone of the survey. Positivity gives the employees the mindset that change is encouraged in the organization and backed by the administration.

WE CAN HELP

POSSIBLY THE MOST POWERFUL AND COMPREHENSIVE 360 DEGREE FEEDBACK ENGAGEMENT PLATFORM - SERVICES

SIMPLIFIED SOLUTION

INTUITIVE SET-UP

FULL CONTROL

COMPREHENSIVE EVALUATION

ENGAGEMENT EXPERTS

Don't want to spend all your valuable time learning and setting up your talent performance process? Our team of solution experts will help to design, set-up and engage with your stakeholders, HR and respondents from discovery to deployment to suggesting developmental interventions

With a few clicks, have our reminder schedule send reminders to only those not having completed the surveys you've assigned to them. We can adjust the frequency or at the same time make phone reminders to get them going.

Get real-time statistics of participation, report tracking, status updates, number of times a person has evaluated or has been evaluated by others, survey status and much more.

TALENT ASSESSMENT AND DEVELOPMENT

TECHNOLOGY IS MAKING IT EASIER, FASTER AND MORE AFFORDABLE TO DELIVER 360 FEEDBACK THAN EVER BEFORE.

WITH THREE DECADES OF GLOBAL EXPERIENCE AND HAVING WORKED WITH MOST OF THE F-500 CLIENTS, IMPLEMENTING 360 DEGREE FEEDBACK AND DEVELOPING YOUR LEADERS HAS NEVER BEEN EASIER WITH US

GOT ANY QUESTIONS?

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