

# 360-Degree Feedback

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## Purpose

A 360-Degree Feedback Assessment answers the question: "What is the current level of organizational and individual performance on critical competencies?"

A 360-Degree Feedback Assessment gathers perspectives about an individual's performance from a range of individuals who are important for success on the job, such as:

- Self
- Manager
- Direct Reports
- Peers
- Team Members
- Customers

## Process

- Design custom surveys
- Collect data
- Track response rates
- Link competency or behavioral data with bottom line measures using statistical analysis (optional)
- Deliver individual and group reports
- Conduct development planning workshop for participants or implement "train-the-trainer" process for on-going client implementation

## Benefits

- Provide information to reinforce strengths and development opportunities
- Deliver valid results that can serve as a baseline measurement for assessing the impact of training
- Increase the effectiveness of training as a powerful motivator of behavior change: measurement can increase the likelihood that individuals will apply the skills they learn in training

## Case Study

ADVANTIS Research & Consulting developed a custom competency model for the sales force of a pharmaceutical company. The model served as the basis for a 360-Degree assessment that included physician feedback.

**Results:** A correlational analysis identified key behavioral drivers of sales performance. Individual results were used for development planning. Organization-wide skill gaps were used to identify training priorities and determine future investment of training dollars. The study was repeated two years later and statistically significant improvements were shown.