

360-DEGREE FEEDBACK

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
- ◆ Others that may include:
 - Direct Reports
 - Peers/Colleagues
 - Team Members
 - Customers

PROCESS

- Design custom surveys.
- Collect data via online survey tool.
- Track return surveys.
- Link competency or behavioral data with bottom-line measures using statistical analysis.
- Deliver user-friendly 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 target 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.