

# The Birkman 360

**360 multi-rater surveys** are powerful tools for helping individuals improve, grow and develop themselves. The Birkman 360 gathers information about performance from the perspective of the individual themselves and from their supervisors, peers and subordinates. The Birkman 360 reports on nine behaviors driving work and organizational success.

The results cover these areas:

- Thinking strategically and planning long-term for key business and organizational outcomes.
- Engaging the efforts of others in support of goals and outcomes — communicating the vision, building commitment, and assigning responsibility.
- Making decisions, coaching others and managing resources effectively.
- Understanding the organization, customers, culture and competitive environment.
- Pursuing personal and professional development.

## Advantages and Features

- **Common Standards**  
The Birkman 360 uses common standards across jobs and job groups. This creates more consistency in the expectations communicated to organizational members. Such a consistent message helps the organization encourage and reinforce particular behaviors.
- **Easy to Administer, Less Time To Complete**  
Online administration of the 360 is easy, and the survey's 60 questions take less time to complete than most 360s.
- **Option to Integrate results from The Birkman Method® assessment**  
The Birkman 360 can be used with or without The Birkman Method® assessment data. The click of a button can integrate an individual's Birkman data with his/her 360 for additional analysis and reporting.

For more information or to schedule a  
consultation, call (301) 220-3179  
or email [info@pivotalpractices.com](mailto:info@pivotalpractices.com).

**PIVOTAL**  
PRACTICES  
practice really does make perfect  
[pivotalpractices.com](http://pivotalpractices.com)

Understand, Develop, Grow

