

## Our approach to 360 Feedback

Designed and refined over 20 years and hundreds of thousands of administrations, we are the UK license holder for the DecisionWise 360 feedback survey tool. Our survey projects range from less than 10 participants to thousands of participants in some of the most widely recognised companies in the world.

Partnering with DecisionWise, we use the most advanced multi-rater feedback technology in the industry. However, we offer much more than software application: with both standardised and customised surveys, confidential online administration, easy-to-read reports, and expert support through psychometric testing and coaching on the results.

### What benefits can 360 feedback provide?

Most leaders do a good job. Otherwise, they would not be in leadership positions. Yet the perceptions of others within our circle of influence, whether those perceptions are accurate or inaccurate, can have a significant impact on our level of success. But as leaders rise through the ranks, they often receive less and less honest information about themselves and their performance. Using a well designed 360 feedback tool provides a structured, safe, and comprehensive way for leaders and managers to test their views, recognise previously unseen strengths, and become aware of blind spots in their perceptions. A well run 360 feedback process can provide a range of benefits including:

- Allowing leaders to compare their own opinions to those with whom they work;
- Delivering feedback that is more likely to be accepted because it is coming from many sources;
- Opening a dialogue between the participant and his or her manager;
- Providing increased self-awareness and motivation for personal development;
- Recognising individual contributions and great work; and
- Improving relationships with others and creating an environment of trust and accountability.

### Competencies AND Derailers

The Leadership Intelligence 360-degree Feedback Survey measures 12 leadership competencies, and an optional 13 potential leadership derailers.

Our derailers are based on years of research and experience. A derailers is not just a weakness, it is a behavior that gets in the way of our progress. Examples include: perfectionist or micro manager.

Together, the competencies and derailers provide a comprehensive assessment of an individual's leadership abilities.

### Our service

We offer a highly responsive, fully managed service including developing your survey, creating the timeline, managing rater lists, sending out reminders, and generating the reports.

We can also support you with facilitating 360 feedback, training managers to provide feedback, and coaching developmental change.



**DECISIONWISE**  
LEADERSHIP INTELLIGENCE™

**360 Survey for Business Leaders**

This survey provides feedback on areas critical to this person's success. The statements listed below describe the behaviors required for leadership excellence. It is important that you provide thoughtful and candid feedback. When you're done, submit your responses by clicking "Submit" below. Thank you for your participation!

	Very Poor	Poor	Fair	Average	Good	Excellent	Out-standing	Don't Know
<b>Business Acumen</b>								
1. Stays current with the latest trends and advances in his/her industry or field.	<input type="radio"/>							
2. Demonstrates a clear understanding of the factors that impact our success as a business.	<input type="radio"/>							
3. Is respected as a talented and knowledgeable person in his/her area of responsibility.	<input type="radio"/>							
4. Sets clear direction that aligns his/her team with the organization's strategy.	<input type="radio"/>							
<b>Decision Making</b>								
5. Makes decisions that reflect a clear understanding of what we do.	<input type="radio"/>							
6. Considers multiple sources of information when making important decisions.	<input type="radio"/>							
7. Makes decisions in a timely manner.	<input type="radio"/>							
8. Demonstrates good judgment and common sense when making decisions.	<input type="radio"/>							
<b>Planning &amp; Organization</b>								
9. Creates short-term goals that fit within the long-term strategy of the organization.	<input type="radio"/>							
10. Breaks down larger projects into manageable tasks.	<input type="radio"/>							
11. Uses his/her time effectively.	<input type="radio"/>							
12. Keeps people focused on the organization's key initiatives and priorities.	<input type="radio"/>							
<b>Integrity &amp; Trust</b>								
13. Is honest, ethical, and trustworthy.	<input type="radio"/>							
14. Can be counted on to follow through with his/her promises.	<input type="radio"/>							
15. Takes responsibility for his/her own actions.	<input type="radio"/>							
16. Sets a good example of the behavior he/she asks for.	<input type="radio"/>							

# Why Outsource the 360 Feedback Survey Process?

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**Why outsource your 360 survey process to us? Our clients partner with us for two reasons: expertise and service:**

## 1. Professional Psychometric Survey Design

Our question database has been carefully reviewed for validity, reliability, and real-world practicality. On top of this, while we typically start with some of these base questions, each survey is specifically customised to the needs of your organisation by a survey design expert.

## 2. Increased Validity

In the minds of employees, in-house surveys come with a huge question: “Is this really anonymous?” Outsourcing the survey process increases confidentiality. Comparing internal survey response rates to results when we conduct the survey, we have found that response rates can increase as much as 40 percent. In fact, in some organisations the response rate has doubled! This, along with the survey design, greatly increases the validity of responses.

## 3. More Control

One of the reasons some companies consider administering a survey in-house is that they feel they have more control over the survey. The reality is that in-house administration results in less control! Because of the complexity of advanced survey software, understanding features and their uses can be complex. We know what will provide you with the greatest results, and we know how to get it. We even provide an online portal through which our clients can access more detailed information.

## 4. Advanced Technology

Outsourcing the survey process ensures that the technology used is the latest available, rather than worrying about costly upgrades, technical difficulties, and installing survey software. Anyone with Internet access can complete a survey online.

## 5. Project Management

The survey process itself can be an administrative headache when conducted internally. Tracking participants, follow-up with raters, organising reports, and even responding to associated emails and phone calls all takes time. We alleviate this burden and associated costs.

## 6. Low Overall Costs

Outsourcing the survey project means no up-front technology investment, greatly reduced internal administration costs, and significantly improved survey process efficiency.

## 7. Benchmarking capability

Sometimes it's helpful to know what kind of scores others might get on a particular topic. Do most people receive 'Excellent' on Integrity and Trust, for example? Our comprehensive database of survey responses means that we can provide benchmark scores to compare results to. Indeed for organisations running a high number of 360 surveys we can create a bespoke benchmark - invaluable for those developmental discussions.

## 8. Feedback Becomes Action

Our consulting team will help you ensure that your process produces results, not just data. This starts with survey design, continues through the administration, and extends into the action planning phase. With 20 years of survey action planning experience, we can help you understand what works.