

# Use the 360° Leadership Review to learn how others perceive your leaders

## Why Use a 360° Leadership Review?

Follow the lead of world-class organizations<sup>1</sup> and make smarter people decisions. A professional 360° review process can help you achieve these results:

- **Broader Perspective:** Bridge the gap between what leaders think of themselves and how others view them within the organization
- **Bias Reduction:** Reduce possible bias from a single reviewer by receiving feedback from numerous people who work with the leader
- **Leadership Confidence:** Increase a person's self-awareness of their own strengths and reinforce positive behaviors
- **Leadership Improvement:** Increase a person's self-awareness of their areas for improvement and create a development plan
- **Team Improvement:** Improve leadership to help improve team effectiveness and increase productivity
- **Employee Engagement & Retention:** Gauge employee dissatisfaction and coach leaders on specific areas most likely to increase engagement
- **Succession Planning:** Compare various leaders' results as part of your process for succession planning and promotions

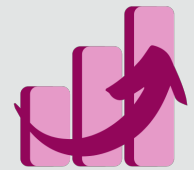
## What is a 360° Leadership Review?

The **360° Leadership Review** (360) is a professional feedback process where a leader receives confidential feedback from the people who work with them. This feedback is used to inform a personalized leadership development plan to improve productivity, engagement, and overall organizational success. Here is what you will get:

- **Gap analysis** comparing the leader's self-ratings and how they were rated by others, showing the differences in perception of their leadership competencies
- **Pulse check** on how leaders are performing overall and how their behavior impacts others
- Perceptions of **16 leadership competencies** that are directly linked to performance, such as drive, initiative, and strategic planning
- **3 leadership outcomes** to help **predict team productivity and retention**
- **Actionable insights** and recommendations for development
- **Quantitative data** for comparing scores across leaders
- Confidential **qualitative feedback from employees** in their own words, often with first-hand stories and examples

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**Increased Leadership Self-Awareness can lead to:**



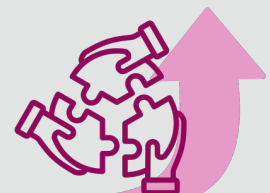
**Increased Productivity:**  
8.9% profitability<sup>2</sup> and  
12.5% productivity<sup>3</sup>



**Better Retention:**  
15.9% improved turnover  
12% increased retention<sup>4</sup>



**Improved Efficiency:**  
20% improved task  
efficiency<sup>5</sup>



**Team Collaboration:**  
27% increase in  
collaborative efforts<sup>6</sup>

### How Does It Work?

It's easy to get started with our **4 Step Process**:

1. You send us the list of leader-participants and who you would like to rate them (ie. direct reports, peers, and supervisors).
2. We send a survey link to each of the raters asking for their feedback on the leader. A link is also sent to the leader-participant to complete a self-assessment.
3. All leader-participants and raters complete the survey (12-15 minutes) by your scheduled deadline.
4. We send your organization all leader-participant reports within 3-4 weeks after the survey closes.

### 360° Leadership Review Frequently Asked Questions

#### Who gets selected as raters for each leader-participant?

There are typically 4-10 raters per leader-participant. Raters can include:

- The leader-participant's supervisor or person they report to
- Their direct reports or those who report to them
- Their peers or anyone with whom they work closely

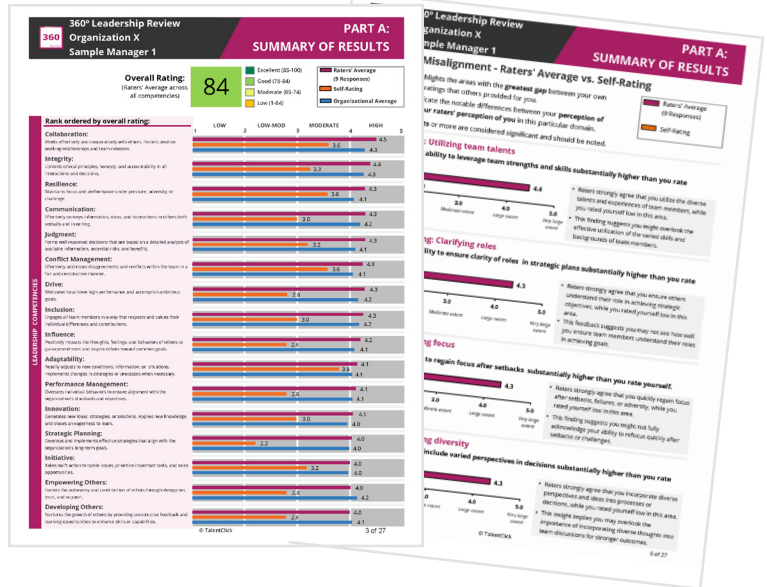


#### What will each leader-participant receive?

The organization will receive a report with summary and detailed results for each leader-participant, outlining their key strengths and gaps, areas for development, and actionable insights.

#### Will the rater responses remain confidential to the leader-participants?

The responses provided will remain strictly confidential. Each rater's responses will be combined with feedback from multiple raters and reported as aggregated results.



#### Pricing

- Starting at only **\$250** per leader being rated
- Minimum order of **4**
- Volume discounts may apply

**Book a Demo and get your quote today!**

**BOOK A DEMO**

#### Sources

- 1 - <https://www.forbes.com/sites/jackzenger/2016/03/10/how-effective-are-your-360-degree-feedback-assessments/>
- 2 - <https://news.gallup.com/businessjournal/147383/secret-higher-performance.aspx>
- 3 - Fletcher, C., & Baldry, C. (1999). Multi-source feedback systems: A research perspective. *Journal of Occupational and Organizational Psychology*.
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- 5 - Brutus, S., Fleener, J. W., & London, M. (1998). Organizational culture and performance. *International Journal of Productivity and Performance Management*.
- 6 - London, M., & Smither, J. W. (1995). Can multi-source feedback change perceptions of goal accomplishment, self-evaluations, and performance-related outcomes? Theory-based applications and directions for research. *Journal of Organizational Behavior*.