

# PERCEPTION 360

MULTI-RATER FEEDBACK

## PRACTICAL APPLICATIONS:

**Training Needs Analysis**

**Succession Planning**

**Sales Development**

**Management & Leadership Development**

**Team Building**

**Performance Management**

**Identify High Potential Performance**

**Complementing Performance Appraisal**

**Career Development**

**Executive Coaching**

**Individual Counseling**

**Organizational Change**

**Diversity Awareness**

## AVAILABLE FORMATS:

Online / Web

## LANGUAGES:

English

An organization can translate their questions into any language online.

## Maximize Performance Potential

Multi-rater or 360 degree feedback is a tool used in many organizations for helping employees at all levels gain insight into their strengths and developmental needs by providing feedback from multiple perspectives -- peers, subordinates, managers, and internal and external customers.

### VALUE OF 360 FEEDBACK

Many employees in today's work environment are "feedback poor." This means they do not receive accurate feedback of how well they are doing.

Adding to this problem, corporate culture and social rules can often impede honest discussions about a person's performance, especially his or her weaknesses.

So what does an organization need to improve its overall performance if it is so hard for employees to learn how to improve themselves? The answer is 360-degree feedback.

### KEY USES:

#### Leadership Development

Executives, managers and supervisors can better understand their respective strengths and areas for development.

#### Individual Skill Development

Members of the team give each other feedback about personal leadership abilities, team interaction and workplace skills.

#### Team Development

Analyze teams by receiving input from customers and other stakeholders.

#### Sales Development

Salespeople can receive feedback from their sales manager, sales team members, support staff and customers.

### Benefits:

- Provides cost effective feedback on a continuous basis
- Fosters greater individual and work group performance
- Reduces the barriers that inhibit creativity and innovation
- Promotes better cooperation between individuals and operating units
- Measures individual and organizational improvements over time

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### Perception 360 is...

- Simple to administer and process
- Reports can be produced immediately
- Internet-based for easy access
- Customizable, create your own questionnaires