

Assessing Performance & Potential Using 360 Degree Feedback Surveys



Organizations from all sectors – public, private and not-for-profit face increasing pressure from shareholders and other key stakeholders to demonstrate greater transparency, efficiency and financial accountability. This has given rise to a demand for objective and rigorous measurement of individual, team and organizational performance.

For years, 360 Degree Feedback Surveys have been used successfully, across organizations to provide a reliable assessment of employee performance as part of an annual review. It is now gaining popularity as an effective measure of potential talent for development purposes.

While many companies enthusiastically endorse 360 Degree Feedback Surveys as the survey of choice for assessing talent, some companies are reluctant to use this valuable tool. This stems from a lack of experience and knowledge of how to effectively design and execute a 360 Degree survey to ensure a positive, stress-free experience for all parties involved. Also, prior experience as a participant in a poorly executed 360 survey may also have contributed to management's reluctance to deploy this assessment.

In this presentation I will outline the best practices for implementing stress-free 360 Degree Surveys, When a 360 Degree survey is carried out in a professional, systematic manner from start to finish, it yields valuable insight for the individuals being rated and a significant return on investment for the organization. With the introduction of user-friendly web-based survey technology, 360 Degree Surveys have become easier than ever to implement!

Participants Will Learn:

- ☞ The key benefits of using 360 Degree Feedback Surveys.
- ☞ How 360 Degree Feedback Surveys compare to other assessments.
- ☞ Top 7 reasons why 360 Degree Feedback Surveys get a bad rap.
- ☞ The most common applications for 360 Degree Feedback Surveys.
- ☞ Key characteristics of effective 360 Degree Feedback Surveys.
- ☞ How to gain support from senior management for this initiative.
- ☞ How to generate enthusiasm and a high level of rater participation.
- ☞ When to outsource all or part of a 360 Degree Feedback Survey implementation.

The presentation will incorporate power point presentation, audience participation via facilitated discussion of key points and mini exercises using examples of best/worst practices to test for knowledge.

This presentation will be of interest to Managers at all levels; professionals in Human Resources, Organizational Development, Talent Management, Training and Development; CEO's of organizations that are experiencing a culture change and external Consultants and Coaches.



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Rebecca Heaslip is an entrepreneur, coach, speaker and author of the upcoming book “Simply...Trust Your Gut! -Access your Intuition every day and transform your life!”

Rebecca has been in business for more than 14 years, helping organizations transform talent into performance and managers into leaders. Managers learn how to engage staff through regular, respectful coaching conversations through, the 2 day Confident Coach™, program she developed. Rebecca is certified to deliver many leading edge behavioural assessments, including: EQ, 360 Degree Feedback Surveys, competency assessments, etc.

Her passion is helping people to grow, develop and discover careers that align with their heart's desire, turning dreams into reality. Many people have had success with her 5 step process called “Intentional Intuition” to leverage their intuition when making key decisions in all areas of their lives.

Prior to establishing her company, Rebecca held positions in sales, marketing and sales management. Her 25 years of broad-based business experience, business acumen, certification in leading-edge psychometric assessments and intuitive insights enable her to offer clients a wide breadth and depth of service offerings. Her clients include organizations both large and small in the private and public sectors, and individual coaching clients.

Rebecca believes her clients have the answers to solve many of their problems and the wisdom to recognize and capitalize on opportunities; her passion and her calling is to support and encourage individuals to balance rationality and facts with intuition to make the best possible decisions.

Rebecca holds a Bachelor of Arts Degree in Sociology and a Certificate in Instructing Adults. She is a certified Executive Coach through Co-Pilot Coaching, and an active member of the *Human Resource Professionals Association; Strategic Capability Network; Women’s Executive Network; International Coaching Federation-Toronto Chapter; Ontario Municipal Human Resources Association, Canadian Community of Corporate Educators and TTI Chairman’s Club.*

Rebecca is an active volunteer in the Oakville community – as a past member of Cabinet with the United Way of Oakville for several years, and presently as a volunteer with the Oakville Hospital Foundation.

Rebecca is a lively workshop facilitator and sought-after public speaker on the following topics:

- What’s Your Gut Telling You?
- Employee Engagement: What’s Trust Got to do With It?
- Create A Coaching Culture – A Manager Imperative
- Strategic Leadership
- Assessing Performance and Potential using 360-degree Feedback Surveys