



The 360° Feedback Process

Complete 360° Feedback Solutions

Our web-based leadership assessment makes creating and launching online 360° surveys easy and effective. We provide a professional



assessment service that ensures your 360° process is a powerful leadership development tool in your organization. We offer customized surveys aligned with your company's leadership competencies, for one participant or thousands.

Our custom assessments will give your company the tools needed to assess leadership and management skills that support your talent management or change strategy.

Key Features

- Custom questions based on your competencies or choose one of our standard assessments
- Information is secure and confidential
- Custom respondent categories
- Custom scale and rating labels
- Designed for individual participants or groups of any size
- Group roll-up reports available
- Professional, easy-to-follow, full-color reports emailed to participants
- Reminders and updates throughout
- Unique, secure links for each person in the process
- Verbatim comments
- Customizable, automatic emails to participants and raters

What Is the Purpose?

360° feedback is a tool that provides leaders with constructive, specific feedback on their skills (strengths and development opportunities) as perceived by themselves and the person they report to, their peers and customers, and their direct reports. The feedback focuses on specific leadership competencies.

360° feedback has a variety of purposes.

- As part of overall team leadership development, it can serve as the basis for development planning to identify training needs and other activities.
- It is used for specific individuals, to pinpoint strengths to leverage and to identify barriers to success as a leader.
- As an organizational strategy during change, a 360° feedback process can help establish goals and metrics for new desired behaviors.



Facts You Need to Know

All feedback except that of the direct manager is confidential. The feedback is likely to be more candid than face-to-face feedback.

The data is just the beginning. 360° feedback is specific and targeted yet responses are perceptions, and those receiving the feedback interpret those perceptions in a variety of ways. It is essential that participants test their interpretations by reviewing their feedback with select respondents to gain additional insight. This process can be an important and enlightening step in the leader's development.

Follow-up Activities

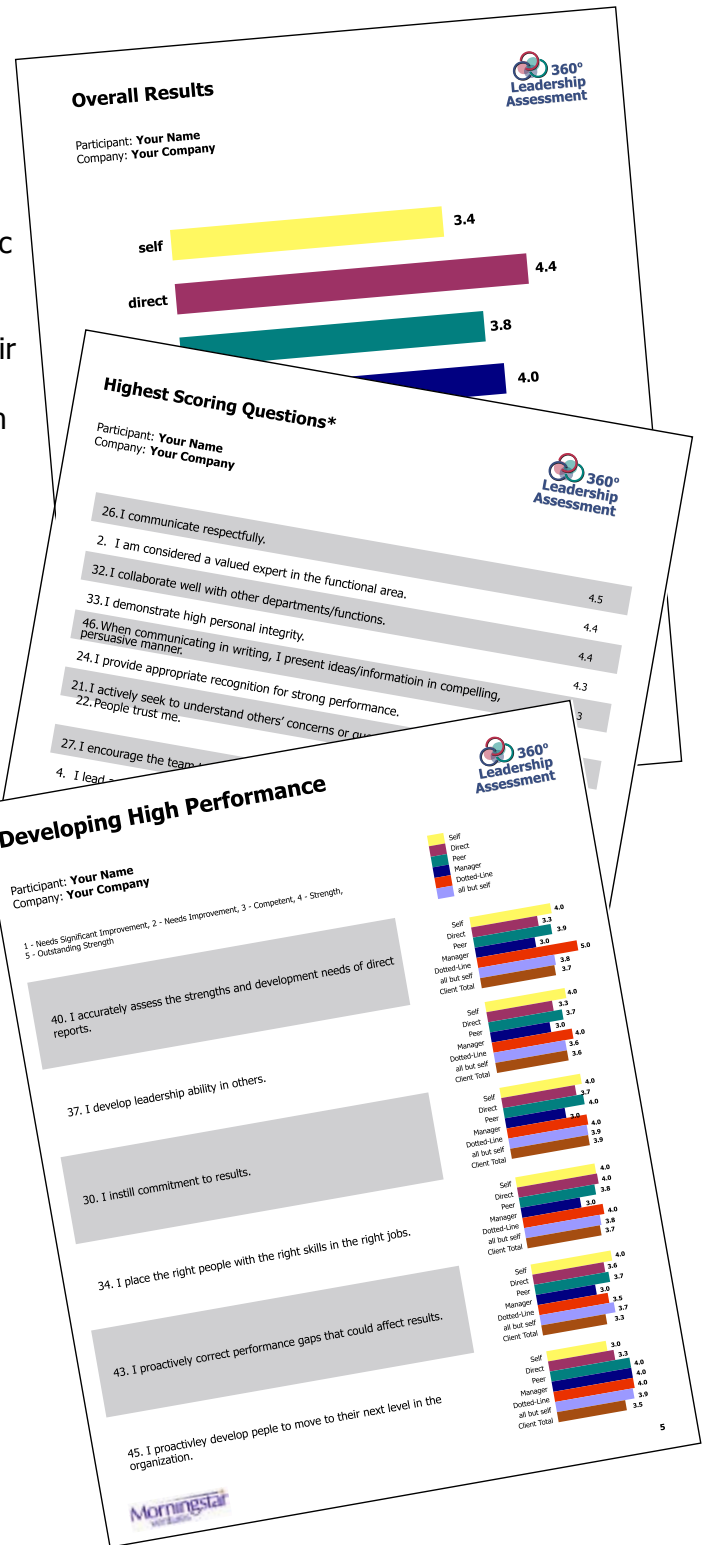
There are a variety of follow-up activities to support participants in a 360° feedback process. The choice depends in large part on the original purpose for the individual or team.

- A group workshop session led by an internal or external facilitator helps participants understand their data, identify strengths and development needs and create individual development plans.
- A one-hour, one-on-one meeting by phone or in person with an external coach, who helps participants understand their data, identify strengths and development needs, and create individual development plan.
- An executive coaching process with an external coach that is customized to the needs and goals of the individual.

Pricing

Pricing is per person assessed and includes an unlimited number of raters.

- \$250 each, volume discounts available
- Nominal set-up fees apply based on customization and volume
- Consulting fees apply for question design. Call for details.



[Click here to view a sample report.](#)



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