

360 DEGREE FEEDBACK COACHING

What is it?

A personal developmental tool that enables individuals to understand how their abilities and behaviours are perceived by a cross-section of people with whom they interact regularly

Why do it?

To help people develop actions that build on their strengths and address areas for development and/or change.

How is it conducted?

The person to be appraised nominates a group of people with whom they deal regularly. (Typically, direct reports if applicable, their manager, peers and relevant internal / external customers.) It is advisable that the manager (or an HR representative) looks over this list to ensure that it is unbiased before commencing the process.

The appraisers receive a short questionnaire from MB Consulting Ltd and are assured of anonymity and confidentiality. They return their feedback to us and it is collated into a formal anonymous report. Our highly skilled independent coach then assists the recipient in accepting the feedback and devising actions that build upon their strengths and address any areas for improvement and/or change.

The coach will also help the recipient decide how they approach the appraisers to thank them for their feedback and explain what he/she has gained from it in a manner that ensures mutual trust. It is crucial that no participant perceives that a 'witch hunt' may take place!

Our unique approach;

Our focus is on **QUALITATIVE** feedback. Many corporate 360 degree feedback tools rely on a largely **QUANTITATIVE** rating system which provides a good overview of trends in the form of 'scores' and/or graphs. However, often substance is missing to support the numerical/graphical results as the appraisers frequently don't add comments. This means that analyses are open to speculation and rationalising by the recipient and can be frustrating when compiling actions as the reasons for the ratings are generally not stated.

Furthermore, many people are asked to supply feedback for several people within their company which can be very onerous, especially if there are many questions. Sometimes they either do not complete them at all or it becomes a 'box-ticking' exercise. Some questions can also be open to interpretation which can skew the results.

Our questionnaires are **TAILORED** to suit the culture and drivers of your business and are simple to complete, based on a limited number of **open questions** which return extensive and focussed feedback comments. This format is easy to understand and provides excellent information that is relevant and useful.

Please [contact us](#) for a **FREE** initial consultation if you believe that this process could be useful in helping you to achieve some of your business objectives.