

“The big goal here is better leader development” – Marine Lt. General George Flynn

360 Feedback – Definition & Purpose

Effective Leadership is vital to every successful organisation and 360 surveys are an integral step in developing excellent leaders

Definition & Purpose of 360 Surveys – 360-degree feedback surveys are a useful tool in developing and refining leaders. The process is simple. Participants answer questions about their own leadership capabilities. Their managers, peers and direct reports answer the same questions about them. The feedback is then collected and analysed.

360 feedback results identify strengths and identify precisely where the developments is needed so you don't end up wasting money on training people don't need. 360 reports also provide measures of progress and achievement: something that essential for effective development. One of the most helpful measurements, the gap score, highlights the difference between how leaders think they are doing and how they're perceived by the people that they work with. Understanding these gaps is key to building self-aware, emotionally intelligent leaders

Results and Benefits of 360 Feedback – 360 provide significant guidance in designing meaningful individual development and help to fine tune follow-on training.

The 360-feedback process

- Allows everyone's voice to be heard
- Provided insight into leadership capabilities
- Highlights key leadership element i.e. competence and character
- Underscores the organisations values and leadership culture

When leaders use 360 feedback, it improves their leadership skills, adds to their credibility with colleagues, builds trust in the 360-survey process and validates the organisation's investment. 360 feedback can strengthen your organisation and bring out the best in your leaders.

For more information on “How 360 Feedback Works”, here's a one-minute video that describes the basics of 360 feedback.

[‘360 feedback’](#)