



360 Degree Feedback:
Developing leaders by increasing awareness

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I am able to control only that which I am aware of.

That which I am unaware of controls me.

Awareness empowers me.

-John Whitmore

A feedback survey customized to the needs of your organization

Leaders in your organization need feedback to grow.

We will help you implement a 360 degree feedback

process which will help your managers understand their strengths, identify barriers and learn how they can be even more effective at leading others.

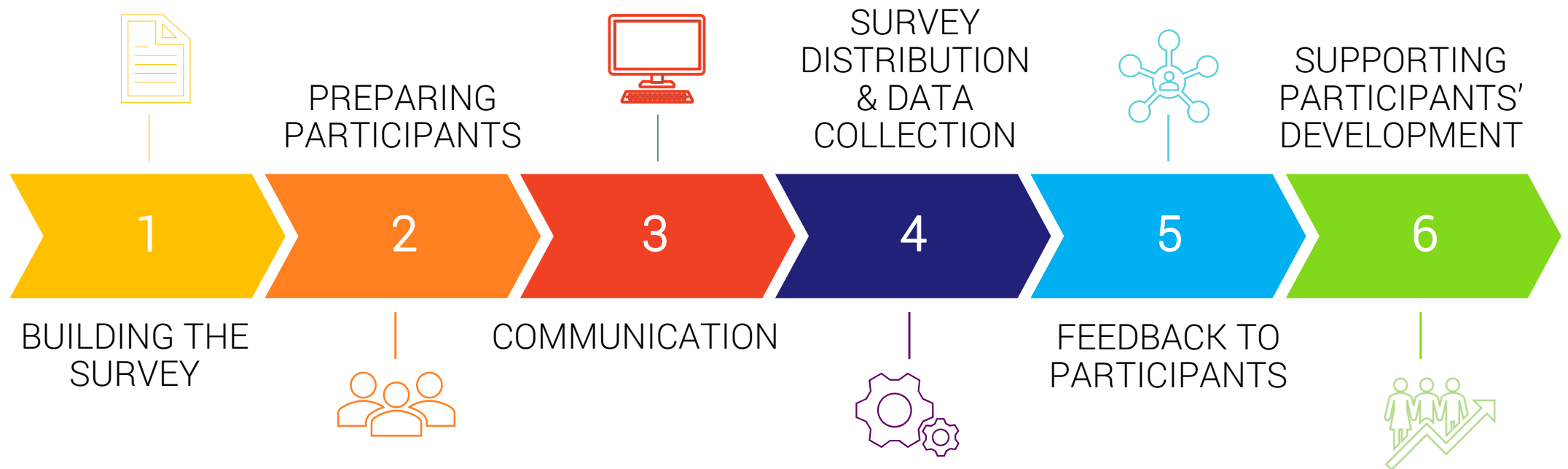


Comprehensive support - from creating the survey to supporting participants' development.

All you have to do is choose what scope of support you need from us.

We will adapt the survey to your organization's competency model,
brand and information needs of participants.

Project steps

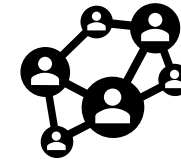


How we work with you?



INDIVIDUAL APPROACH

We know that each organization is unique and requires an individual approach. That is why we designed our survey using modules that can be customized and adapted to your needs while maintaining reliability and validity.



SELECTABLE MODULES

Leaders who participate in our 360 degree survey can receive feedback in five different areas, listed on the following page. Each of these areas is assessed using a separate module of the survey, and these can be selected to best reflect the reality of your organization.

Modules available in multirater survey

01

FOUR TYPICAL LEADERSHIP ROLES

Feedback on the level of energy that the leader uses in four typical roles: expert, organizer, guide and strategist - and to what extent he should increase or decrease his focus on each role.

02

BEHAVIORS AND COMPETENCIES

Feedback on the behaviors and competencies of the leader - based on our competency model or the competency model of your organization.

03

TEAM ENGAGEMENT

Feedback on the level of engagement of the leader's direct reports.

04

TEAM EFFECTIVENESS

Feedback on the outcomes of the team's work, including areas such as quality, internal customer satisfaction or cooperation with other organizational units.

05

PRIORITIES

Feedback on priorities: which behaviors and competencies are the most important for this leader's success in the current position.

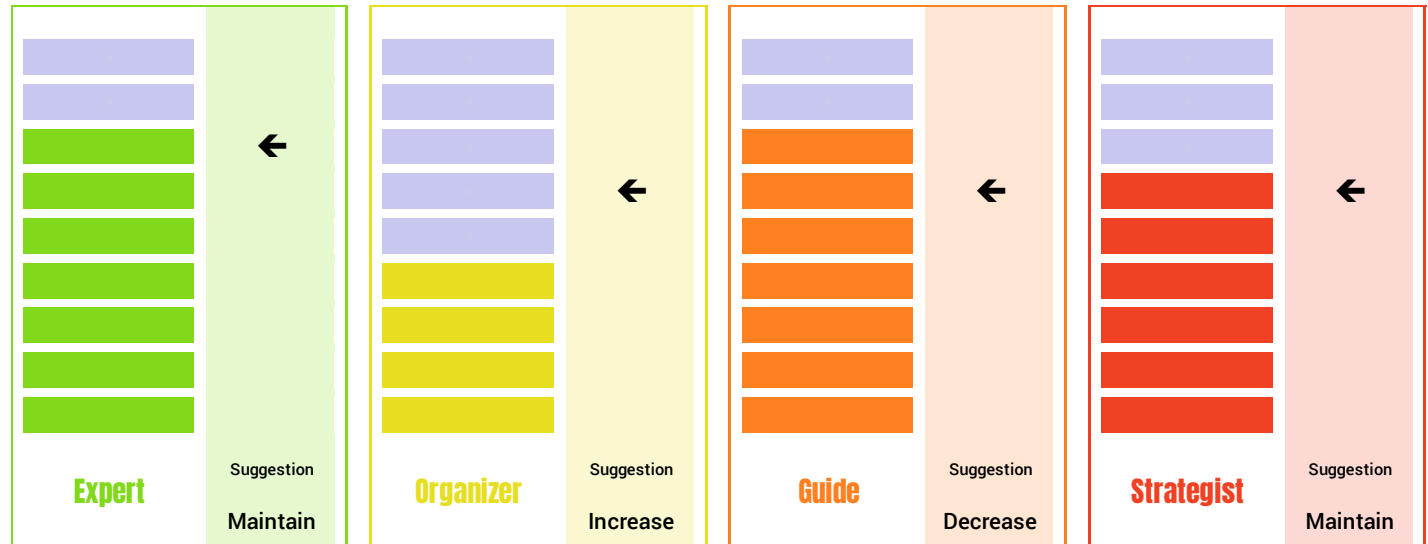
01

To what extent do you perform the four key leadership roles?

One of the modules available in the survey allows the leader to get feedback on the extent to which he performs each of the four roles pictured on the right.

When we are promoted, this is usually the result of success in our previous job. We also tend to replicate behaviors that made us successful in the past. This is the danger of promotion - relying on existing habits without sufficient analysis of what should be our priority in the new job.

The feedback provided by the Bright360 assessment includes a recommendation for increasing or decreasing your focus on each of the four roles.

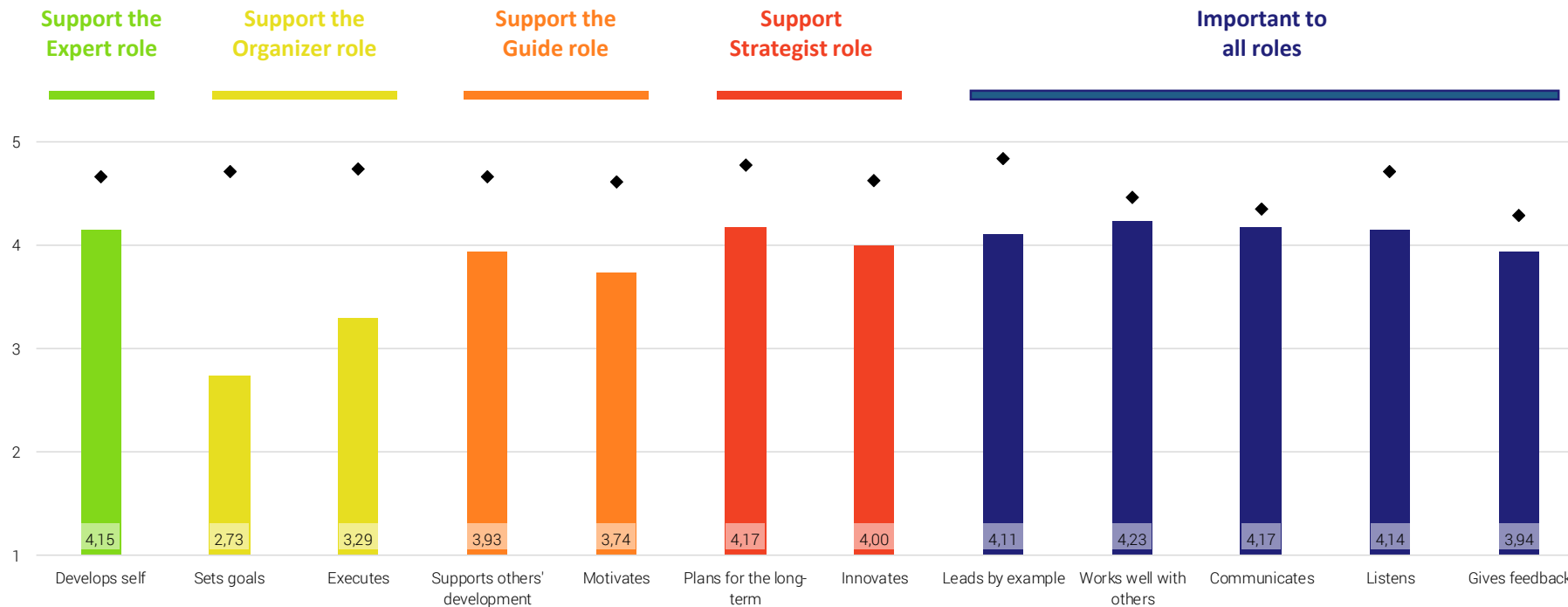


02

Feedback on your behaviors and competencies

We will conduct the survey using the competency model of your organization or our model, which includes 12 competencies. We can also help you create a list of competencies and behaviors tailored to the business needs and situation of your leaders.

Below is an example of a manager's competency profile:



03

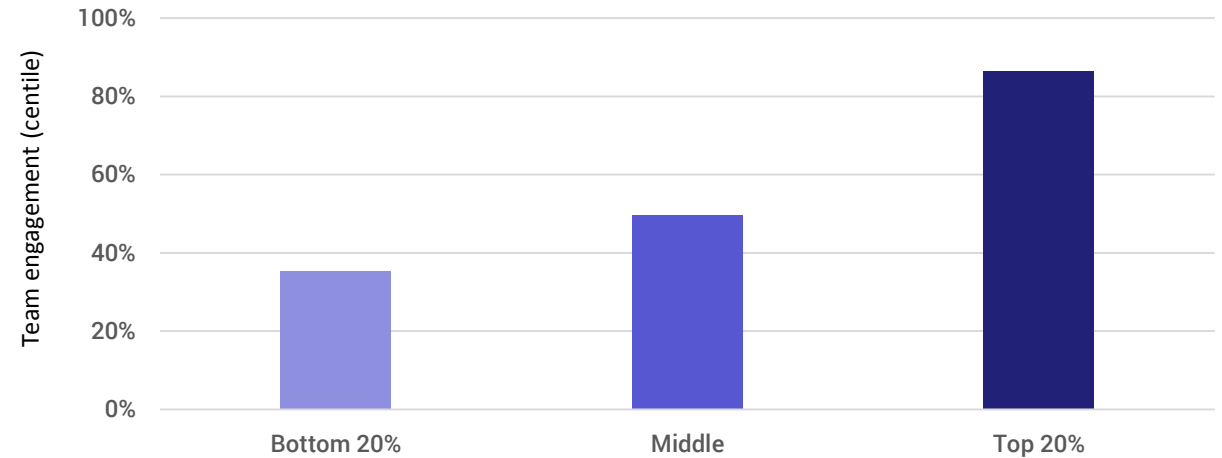
Feedback on employee engagement

One of the modules available in Bright 360 is a mini-employee engagement survey.

For clients who do not conduct standalone employee engagement surveys, this is an opportunity to give your leaders feedback on key engagement parameters in their teams, such as:

- willingness to put in extra effort
- product recommendation index
- employer recommendation index
- satisfaction

Leadership Quality vs Employee Engagement



3 groups of leaders – sorted by level of competence assessed by 360° survey

Feedback on employee engagement is valuable because:

- Engagement is largely a product of the leader's behaviors, so this is feedback on their results. It constitutes a good starting point for discussion about development: the leader's actual influence on the team.
- The second benefit is finding links between competencies and behaviors of leaders and team engagement. This allows you to identify the actions that have the greatest impact on employee engagement.

04

Feedback about the team's work and results

The 360 survey is an opportunity for the manager to receive feedback not only about himself, but also about the results of his team.

The precise questions about team results are adapted to the organization. Example topics selected by our clients:

- customer opinion (internal and / or external clients) about the products and services provided by the team and the quality of customer service,
- opinions of colleagues who cooperate with the team about communication, pro-activity or relations,
- opinions of key stakeholders (e.g. management board members) on team effectiveness.

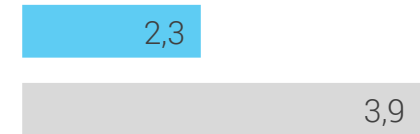
Your team effectively discovers the needs and requirements of internal clients



Your team delivers high-quality solutions



Your team quickly responds to internal clients' problems



Your team builds good relations with internal clients

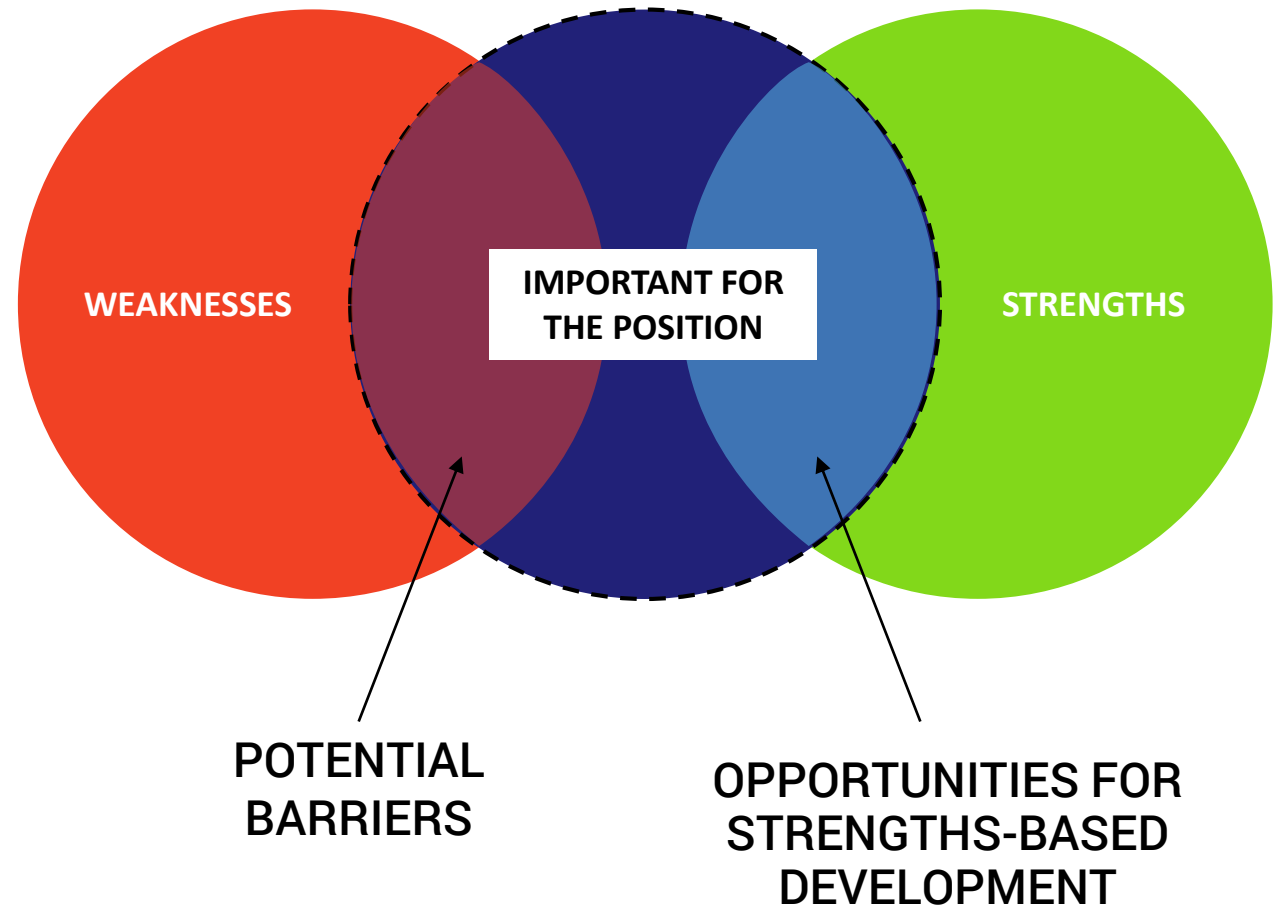


1 2 3 4 5

Feedback about priorities

Respondents are asked not only to indicate to what extent the leader practice specific behaviors, but also how important these behaviors are for success in his current position.

This provides the leader with a clear picture of priorities, which facilitates the selection of development areas that will have the biggest impact.



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What's measured
improves.

- *Peter Drucker*

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BRIGHT360
FEEDBACK FOR RESULTS