



Employee
Insights

360° Leadership Assessments

Use feedback to unleash leadership potential.

**Who is the driving force behind employee engagement?
How does leadership behavior impact your competitive advantage?**

How can good leaders become great leaders?

Effective leadership is a key to business success

Effective leadership is the foundation of any organization. Without strong leaders at the helm, companies may fail to realize their profitability goals, experience declining employee and customer satisfaction results and even lose competitive ground.

Given the strong link between employee engagement and specific leadership behaviors, it is important for companies to evaluate leadership performance on a regular basis. Assessments identify which behaviors have the greatest impact on employees and what should be done to strengthen them to further drive a culture of engagement.

Companies that engage their employees deliver greater results. Leaders are the driving force behind this domino effect. Inspiring leaders encourage employees to go beyond expectations, recommend improvements and seek out ways to expand their roles.

360° assessments are highly effective to identify strengths and opportunities for improvement in leaders and accelerate their development.

360's as leadership development tools

A 360° assessment can unleash leadership potential by identifying areas where individuals excel as well as management behaviors they need to develop. Other benefits include:

- Individuals get a broader perspective of how they are perceived by others
- New insights can be obtained from candid, open feedback
- Leaders obtain a more rounded view of their overall performance
- Identified strengths can be used to the best advantage of the business
- Leaders become more aware of how they personally impact others – both positively and negatively



The cumulative effect of undergoing 360° leadership assessments on a regular basis gives you more control over your workforce strategy and reveals a clearer picture of your capabilities and strengths.

While a 360° assessment can be extremely valuable in terms of individual development, aggregate reporting of participant results can provide important data that can help the organization as a whole:

- Increase productivity by tapping under-utilized strengths
- Make succession planning more effective
- Develop more targeted coaching and training programs

Whether focusing on individual or group development, 360's should be used to engage people in a dialogue about change that will drive improved results. When well-executed, they stimulate conversation about topics that were considered too sensitive and provide valuable feedback that helps good managers become great leaders.

Unleash leadership potential

360° feedback has become an integral part of professional development at many of today's high-performing companies. Using our extensive experience in assessments, we can customize 360° assessments to collect the data senior management needs to make informed decisions about leadership training, executive coaching and succession planning.

Our experts will guide you through the 360° leadership assessment process every step of the way. We'll design a customized survey instrument around your organization's requirements and competencies and then provide the framework and technology for you to effortlessly manage the rest of the assessment process: online rater selection, invitations and participation reminders, reporting, interpretation guides and planning guides.

After the 360° assessments are completed, we'll help your leaders compare their assessments with the perceptions of others and pinpoint individual strengths and developmental needs. We'll also assist them in interpreting the results so they can develop action plans that will maximize their potential. Our 360° leadership assessment process will give your leaders the information and tools they need to actively engage in self improvement over an extended period of time.

About TNS Employee Insights

DISCOVER A Changing World, New Territories, New Opportunities and Higher Business Performance

We deliver customized employee and customer surveys that measure the vital link between employee engagement, customer satisfaction and business performance. We help large organizations identify specific attitudes and behaviors that impact their bottom lines and convert survey data into actions that enhance both employee and company performance.

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The value of TNS 360's

We recognize that a 360° leadership assessment should be as unique as your organization, tailored to your specific culture, strengths and survey goals. The cumulative effect of undergoing leadership assessments on a regular basis gives you more control over your workforce strategy and reveals a clearer picture of your capabilities and strengths.

Our leadership assessments offer organizations and their leaders a number of valuable features:

- Web-based systems make the assessment process efficient, reliable and affordable
- Special analyses can help organizations develop more targeted coaching and training programs
- Assessments can be easily translated into multiple languages so reviewers can provide feedback in their native languages
- Unique IDs and passwords ensure responses and results remain confidential
- Tracking mechanisms allow users to closely monitor the survey process
- Interpretation and guidance from reports can guide leaders through the action planning process and the timelines for completing various steps