

WHAT ARE THE MAJOR BENEFITS OF 360 FEEDBACK?

People need feedback, and multi-source feedback is the most effective method available for giving people information about aspects of their competence that are otherwise hard to measure.

It enables a systematic evaluation of performance. Day-to-day, person-to-person feedback is exceedingly valuable. But feedback based on one person's observations is unpredictable, and it is usually focused on only one area of performance. 360 lets you ask for and get feedback from many sources about a comprehensive set of closely related behaviors that are important to workplace performance. This input is ideal for development planning.

It provides a way for coworkers to express feedback. It isn't easy to give feedback. Giving effective feedback requires a certain amount of interpersonal skill. Most people are uncomfortable in the feedback role – whether giving positive or constructive feedback – and they are happy to leave this task to managers. Also, most people don't like being negative, and they don't want to risk offending their coworkers. The structured mechanism of the 360 process gives people a safe vehicle for communicating their opinions about another person's work patterns.

It provides feedback from many sources. Feedback from one source is better than no feedback at all. But even when it is from the boss, it is still one person's opinion. When consistent feedback comes from many sources, it is convincing. People considering the hard work of changing behavior want feedback to be thorough and credible.

It provides objective, quantified data about "soft" areas of performance. Many important elements of performance are hard to quantify. The most obvious examples are the interpersonal aspects of work, such as leadership, team communication, sales, service, negotiation and instruction. Because they combine scaled measurements from many sources focused on detailed, researched aspects of behavior, the data are highly objective.

It simplifies the administration of formal feedback. While the management of multi-source feedback used to be extremely complex and cumbersome, advanced on-site 360 software makes the management of a 360 assessment process as easy as using a word processing program.

It creates data for individual development planning. The wealth of objective feedback about areas of competence makes it possible to accept the data and focus on priority areas for self-improvement.

It creates data for needs assessment and HRD planning. The data produced by the collection of individual feedback can be aggregated as averages for group and organizational analysis of strengths and weaknesses.