

MULTI-SOURCE (360°) FEEDBACK

Information for Feedback Receivers

You will participate in a multi-source (360°) assessment conducted by Henson Associates, an employee development firm located in Dayton, Ohio. This highly objective, structured process collects data anonymously from others you work with and your manager. The data is compiled to create a comprehensive report to assist you with your personal development. Below is some information that will help you through this process.

How will we collect the assessment data?

Using a software program called 20/20 Insight Gold™, Henson Associates will send an assessment survey to each respondent in an e-mail requesting an online response through a confidential website link. Complete instructions will be sent to each person participating in the assessment process.

What will I be measured on?

Your respondents will assess you on a comprehensive set of behaviors (competencies) that have been identified for your organization. The software collects highly objective, structured measurements on a 6-point scale as well as comments that are optional, but very helpful. The anonymous ratings and comments will provide you with important feedback to assist you with your professional development.

Who will assess me?

Respondents (raters) should be those who have observed your behavior and know you best. The selected respondents should include your manager, all direct reports, and any others whose feedback is valuable to you. We recommend that you include all of your direct reports to avoid bias or hurt feelings. When asking a person to assess you, get a firm commitment to be sure that your rater is willing to participate and he/she will complete the assessment by the date requested.

What do I need to do to select raters?

Select people who can provide you with honest feedback, both positive and constructive, as you will review the results that will form the basis for your development plan. You will value your feedback more if you select a variety of respondents. To provide anonymity, choose a minimum of three respondents in a rater group. Fill in the attached rater sheet and return to us via email.

How many respondents may I select?

You may choose up to 16 respondents to rate you among the various respondent categories.

<i>Respondent Categories to choose from</i>	<i>Minimum</i>	<i>Maximum</i>
Self (you will rate yourself)	1	1
Manager (the person who supervises you)	1	1
Direct Reports (include all who report to you)	3	TBD
Peers (Other team members at your level)	3	6
Others (may include other raters such as internal customers, skip level reports, suppliers, peers etc.)	3	6
Total number of respondents*	10	16

*Note: The total number of respondents will vary depending on the categories you select.

Henson Associates

Nancy Henson @ 937-886-0151 or Traci McDade @ 910-326-1010

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How is confidentiality protected?

- Except for the manager of the participant, the feedback each rater provides is anonymous because the final report combines each respondent's information with others in his/her respondent group (such as direct reports). No names are connected to the feedback.
- Each respondent will receive his or her own assessment questionnaire online. The respondent enters a self-selected password before completing the assessment.
- The assessment will be returned to our server for processing. No one can access the data except Henson Associates.

How much time will it take?

The time required of each respondent completing one assessment is typically no more than 45-60 minutes, depending on the number of comments that are given. Respondents may want to choose to omit comments on some of the items; usually about 50% of items are recommended for comments, especially if the rating is a 6 or a 1. Remember, comments are very helpful so you can understand better how others perceive you.

How will the feedback be used?

To ensure follow through, developmental activities related to your data enhance the probability that 360° feedback will produce the desired improvements in your performance. Your report is confidential, and you are the only person who will receive a copy except for your coach.

- A complete report will be returned to you with a Self-development toolkit.
- Using your Self-Development Toolkit, you will learn how to interpret and analyze your feedback in coaching sessions.
- You will use your feedback about your strengths and areas for improvement to facilitate a discussion with your team and your manager.
- You will create a targeted development plan—items you can complete in 3-6 months.
- A follow-up assessment may be administered in a year or two to measure your personal growth.

What are the next steps?

- On the rater form, list your respondents' names, their relationship (manager, direct reports, etc.) to you and his or her exact e-mail address. ***E-mail your rater form to traci@hensonassoc.com.***
- Each rater will receive a PPT orientation and a desktop reference guide to help them with the 360 process. *Please inform your raters how it is important to review this orientation before completing the assessment, even if they have been a rater before.* We advise you to conduct a conference call orientation with your raters to inform them about the 360 process and how it will be used for your development.
- Each rater will receive an e-mail with a link to the website to complete his or her online assessment.
- As the feedback receiver, it is your responsibility to remind your respondents to return the assessment by the due date. We will track respondent completions and send reminders.
- Your report and Self-Development Toolkit will be e-mailed to you within 3 days of completion. If you prefer a printed report and Toolkit, it will be mailed to you.



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We look forward to facilitating this important process for you. If we are unavailable when you call, please leave a time to return your call, and we will return your call you back within 8 hours.

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