

The background of the slide is a dark, grayscale photograph of several people sitting around a table in what appears to be a meeting or collaborative work environment. They are looking at documents or laptops, though the details are obscured by the dark overlay.

# FEEL BA<sub>group</sub> CK

360 -assessments

270-assessments

180-assessments

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SUCCESS  
IN KNOWLEDGE

# Success in knowledge

Knowledge is the most important asset of a modern company. Success stories arise from the ability to use it properly.

Our mission is to turn knowledge into the success of our customers. We help you make knowledge a management tool to build a better customer understanding, work life, and business.

**We collect, interpret and refine** information for the everyday needs of your entire organisation. When you need a view of the current state, an activating understanding, or a proactive vision to lead the future, we deliver what we promise - success in knowledge.

# Feedback Group

Feedback is a modern research agency with the mission of changing data into competitiveness and success. **We collect, analyse** and **refine** information for the purposes of your organisation.

**1 900 000**  
sent emails

**66 000**  
REPORTS

**800**

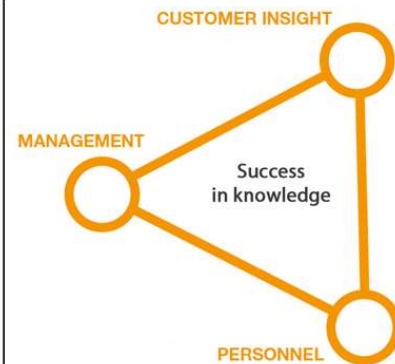
different research projects

**4** LOCATIONS  
Helsinki, Tampere, Lappeenranta and Kuopio

**1 200 000**  
sent SMS

**80 000**  
phone interviews

**50**  
PROFESSIONALS



## *Objectives of the 360 evaluation*

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The 360 assessment examines the **strengths and areas for development** of supervisors or management experts in relation to different management entities.

Feedback is collected as an electronic questionnaire from the **subordinates of the person being assessed, colleagues and supervisors, as well as from the person being assessed**. In this way, the 360 assessment provides comprehensive feedback from all parties who work with the person being assessed.

Properly implemented, 360 assessment is a **very effective way to develop leadership**. Analysing the results and sparring with a professional coach supports the further development of strengths and enables drilling into development targets.

Agile **follow-up measurements** increase effectiveness and make management development an integral part of the entire organisation's operations.



## 360 evaluation framework

The framework and content of the evaluation must be chosen according to the needs of the target group and the organisation to be evaluated. We use a variety of **standard metrics** and have built **custom metrics** for several organisations.

Reference frame behind the 360 meter:

- Issue management
- People management
- Change management
- Performance management
- Leadership by own example

Meter strengths

- comprehensive information
- rapid response
- repeatability



## Y360 Assessment Framework

Reference frame on the background of the Y360 meter:

- Issue management
- People management
- Change management
- Performance management

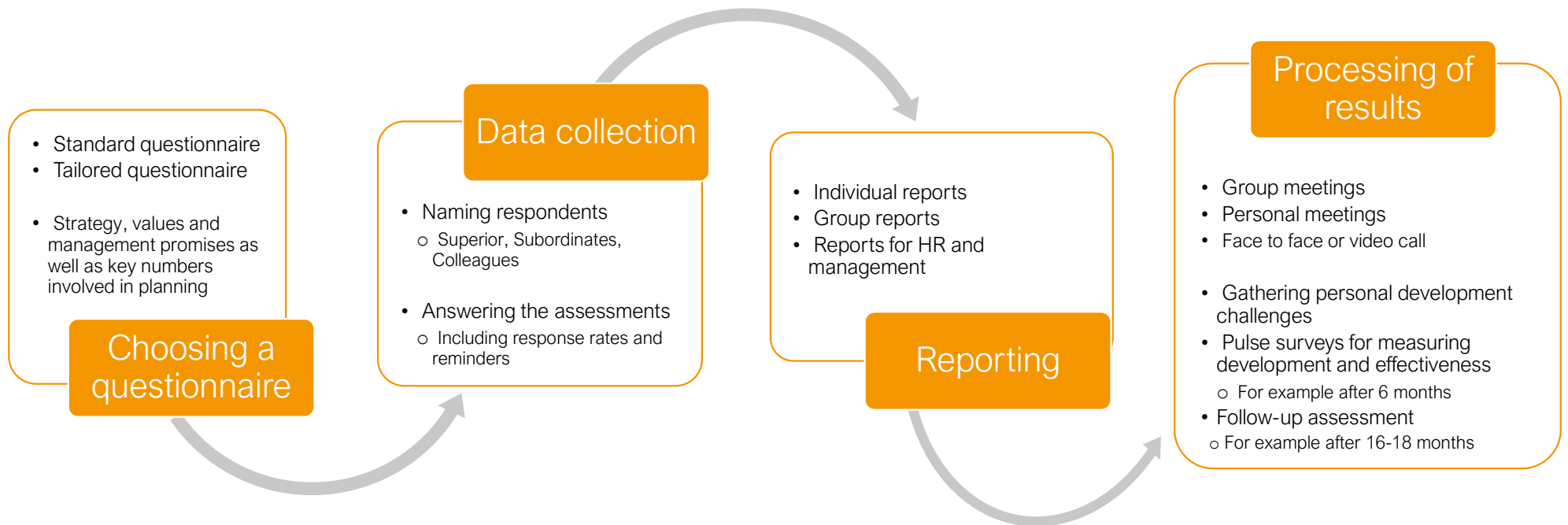
7 common statements are presented to all groups of respondents. In addition, there are 4 identified statements for the supervisor and 10 for the subordinates. For each statement, there is an opportunity to provide open qualitative feedback that supports the perception of development targets and the utilisation of strengths.

Questionnaire strengths

- comprehensive information
- rapid response
- the identified groups of respondents target the feedback more precisely compared to "traditional" meters



## 360-process



## Processing of results and development measures

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The **breakdown of the results** will be held under the leadership of the Feelback coach. The duration of the event is about half a day as a group breakdown and 1-2 hours as a personal sparring.

Content of the breakdown event:

- What is a 360 assessment - a short intro of the method
- Utilising feedback in the development of supervisory work and receiving feedback
- Interpretation of the report
- Analysis of personal 360 feedback
  - Strengths and development needs
  - Development plan
- Instructions for further processing of feedback in your own work community



At the event, each participant draws up a **development plan** for themselves.

*Professional results processing ensures the development of supervisors and key personnel!*



## *Some of our customers*



VÄRE



NYSSE



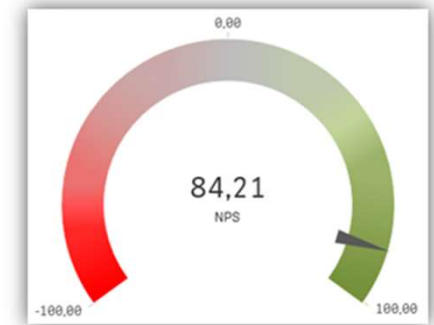
## Our strengths

- ✓ **Expertise and support** throughout the research process.
- ✓ **The contents of the surveys** are tailored based on the organisation's strategy and goals.

- ✓ **Continuous** data collection
- ✓ **The automated process** enhances monitoring and organisational development.
- ✓ **Multichannel involvement** in data collection

- ✓ **The reporting platform** provides an easy way to compare and analyse different research results in parallel
- ✓ **One reporting platform** for all research data - results can be utilised and shared at all organisational levels.

- ✓ **Analytics included** - knowledge management. (management experience - staff experience - customer experience)
- ✓ **Agile and flexible operating model** - **effortless to add and expand** a research entity.



## *Our services*

### Customer insight

- Customer satisfaction survey
- Brand survey
- Customer meeting follow-up
- Competitive situation survey
- Market research

### Personnel experience

- Staff pulse survey
- Staff survey
- Development discussions
- NATURAL TENDENCIES -analysis
- Arrival and departure surveys
- Workplace community skills
- Evaluation of working remotely

### Management

- 360 assessment
- Manager pulse survey
- Evaluation of management group working
- NATURAL TENDENCIES -analysis

