360° Type Surveys

Why do a 360° survey?

Successful organisations employ competent people—people who best fit the role they are employed to perform. Seeking feedback about a person's performance is an effective way of determining fitness for role and for focusing learning and development activities.

Performance is often best understood by a range of others who work closely with a person being assessed, be they inside or outside the employee's organisation. 360° feedback is an economical and effective way to gather the right data to accurately inform people decisions.

Empowering employees with feedback

Best practice organisations use multi-rater, full circle or 360° feedback as a development and performance tool for all levels of employees. Conducting 360° survey is particularly useful where:

- Supervisors are physically removed because of different work patterns, places and time zones.
- Supervisors have large spans of control resulting in less detailed knowledge about each team member's work performance.
- An employee has more than one boss for different purposes.
- There is a need for corroborated data—not just one person's opinions about another.
- There is a focus on customer satisfaction—customers must be satisfied before the organisation can be certain about an employee's performance.
- Your organisation has an emphasis on continuous improvement and personal development.

How ASR can assist

ASR can help you by:

- Developing a questionnaire from a blank sheet or refining an existing 360° questionnaire so that your survey objectives are fully met.
- Hosting your 360° survey in a high security data centre located in Melbourne, Australia, using SurveyManager, its enterprise survey system.
- Managing your survey administration, including loading respondents and role relationships from a pre-filled Excel file, survey deployment, response monitoring and help desk.
- Producing standard reports or building a custom report for you, including comparisons with other participants in the 360° process.

Special features of SurveyManager's 360° surveys

- **Online respondent selection**
  A feedback receiver (referred to as self or subject of a 360° feedback report) or his/her manager can select who will provide feedback and in what role, such as peer, subordinate, etc. This reduces the workload centrally. If required, respondents can also select what the survey will comprise, such as part A and B or part C and D.

- **Unlimited number of roles**
  You can name roles any way you want and have as many roles as you want for giving feedback. At the top of every page of the 360° web questionnaire is displayed the person who is the focus of feedback and the role that a respondent is providing feedback from.

- **With or without self reporting**
  You can choose to include or exclude feedback about the self of a 360° report.

- **Any degree**
  Most commonly 360° surveys are just that—a full circle. You can choose if you want 90° (just a manager, or just subordinates reporting), 180° (just peers and customers) or 270° (peers, customers and subordinates but no manager, for example).

- **Health check warning**
  Sometimes people are invited to give feedback about many others. SurveyManager allows you to set a maximum warning level so that as an administrator you can quickly assess if any respondents are being over-burdened (invited to give feedback too many times).

- **Alternate question wording**
  Frequently 360° questionnaires are quite clumsily worded because they must be read from the "I" and "this person" points-of-view at the same time (I make quick decisions / this person makes quick decisions). Survey Manager allows you to enter both types of wording for each question and to determine which roles will see which wording. This also means you can run bi- lingual questionnaires simultaneously.

- **Your own colours, logo, look and feel**
  If you have a corporate standard to adhere to, or you want your own logo included in your questionnaire, we can meet your requests.

- **Unlimited numbers**
  SurveyManager can handle hundreds of thousands of records and an unlimited number of respondents simultaneously and globally.

- **Event-triggered emails**
  SurveyManager has an emailing module which stores a large number of email templates that can merge with database fields. This means that you can have pre-loaded messages for different response groups and this can be sent on pre-set days, for example, 3 days before survey completion.

- **Survey cloning**
  SurveyManager enables you to repeat surveys with the same or different response group using just a few mouse clicks. You don't need to re-enter or re-create questionnaires.

- **Data extraction**
  SurveyManager can extract data in a number of formats for complex data analysis using third party tools such as SPSS and Excel.

- **Standard or customised reports**
  It is up to you how data is presented. Using sophisticated automation tools, ASR can build a report to your specification and can produce hundreds of individual reports in hours. Alternatively, you can use a standard report which is part of SurveyManager's reporting suite.

ASR provides both wholesale and retail services. If you are a consultancy that is running a 360° survey for a client, we will do all the back room work for you. We also work directly for clients.