

## 360 Degree Feedback

When done well, 360 Degree Feedback is powerful. Insync's 360 Degree Feedback can help focus your organisation's efforts and investment on the "right" leadership behaviours; the ones that will deliver your organisation a competitive advantage over others in today's market as well as in the future.

Other benefits of 360 Degree Feedback may include enhanced employee:

- attraction
- retention
- alignment, and
- engagement

### About our approach

Insync's 360 Degree Feedback Survey helps your leaders begin their journey of being the "best they can be" by building awareness. Self awareness and awareness of your impact on others provides valuable insight into how other people perceive a person's behaviours in the workplace. This is important but rare feedback. What we find at Insync is that more often than

not, leaders' intentions do not translate into the desired behaviours.

It is also our experience that there is no "one" survey framework that best meets all of our clients' needs. A standardised 360 Degree Feedback Survey is likely to miss the nuances your organisation has intentionally fostered over time to differentiate it in the marketplace and give it its competitive edge. Insync Surveys' registered psychologists and research experts will therefore custom tailor the 360 Degree Feedback Survey to reflect your organisation's unique leadership framework, stated values, competencies, aspirations and context.

### Why use the survey

At the risk of oversimplifying matters, organisations are the sum of its people and their interactions. It is foolish to underestimate the impact of your leaders in this equation. For organisational change to be effective and sustainable, individual behaviour also needs to change. 360 Degree Feedback Surveys play a pivotal role in assisting both individual and group change.



For instance, 360 Degree Feedback can:

- provide a roadmap for individual leadership development. It is particularly effective for communicating and aligning individual behaviours with those espoused by your organisation
- enhance the relationships between your employees and management
- improve team effectiveness, particularly at the executive level
- assist you in your succession planning endeavours by developing your talent pool
- assist your HR/OD team to identify group training requirements; targeting spend and maximising your return on investment
- inform your change initiatives, particularly those focusing on enhancing culture

## What you can expect

An experienced registered psychologist or consultant will work with your organisation from start to finish, providing support and best practice knowledge to ensure your 360 Degree Feedback Survey is a success. Your consultant will provide you with insights on how to get maximum value from your investment so that you are more likely to see real, tangible improvements. They will personally conduct debriefs and give insights based on their experience; or alternatively they can train your HR/OD team to deliver meaningful debriefs in-house.

## About Insync

With over 25 years' experience, Insync are experts in employee engagement, customer research, 360 feedback, exit interviews and leadership team and board evaluations. We also assist clients with focus groups, action planning, change management and developing and reviewing EVPs and CVPs.

Insync has conducted over 1,000 employee, customer and board research projects in the last five years. We have helped ACCC, ASX, Cathay Pacific, Country Road, Chevron, CSIRO, GrainCorp, IOOF, John Holland, KPMG, Metro, Mitsui, Newcrest Mining, Nufarm, QBE, Salvation Army, Swire, Sydney Water, Toll, Visy, YMCA, federal and state government departments and agencies, many local councils and most universities.

Insync has delivered surveys, research and consulting projects in around 100 countries and 40 languages. We have made significant investments in our people, processes, culture and technology to ensure that we provide cost-effective and actionable insights to clients that make a real difference to their organisation.

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