

## Tailoring Your Assessment and Feedback Process [www.ccl.org/360bd](http://www.ccl.org/360bd)

You know the specific leadership competencies that are vital to the success of your organization, and with 360 BY DESIGN, you can configure your 360-degree assessment to address your particular leadership challenges.

### What is 360 BY DESIGN?

360 BY DESIGN is a 360-degree feedback and development process that can be tailored to reflect the competencies important to your organization. It provides online assessment and feedback, as well as development planning, featuring 360 best practices pioneered by the Center for Creative Leadership (CCL<sup>®</sup>).

### The Benefits of Using 360 BY DESIGN

#### A Straightforward Process.

The implementation of 360 BY DESIGN involves straightforward steps which take you from survey construction through the delivery of the final feedback reports and development planning. An outline of the process is available at [www.ccl.org/360bd](http://www.ccl.org/360bd)

#### Quality customization.

You may choose from any of CCL's 94 research-grounded competencies and 5 derailment factors – a total of 600 questions – to configure a 360-degree feedback tool that reflects your organization's competencies and development needs. As a result, your managers receive feedback and plan development for specific leadership skills vital to your organization.

#### Internet-based.

Although there are other 360s on the market, few are as easy to use. With 360 BY DESIGN, your participants have the ability to complete surveys and monitor their status online.

The CCL Assessment Suite brings together four research-based 360-degree instruments that address the leadership needs of all levels of personnel within an organization. Each assessment in the suite offers a consistent reporting format, helping to create a common leadership language and uniform feedback process. To learn more, visit [www.ccl.org/assessments](http://www.ccl.org/assessments).

#### Effective for the Global Workplace.

In addition to U.S. English, 360 BY DESIGN is available in the following languages:

- British English
- Dutch
- French
- German
- Italian
- Japanese
- Portuguese
- Russian
- Simplified Chinese
- Spanish

*In North America, 360 BY DESIGN sales and technical support is only available in English.*

#### Ways to Use 360 BY DESIGN in Your Organization

##### Integrate 360 BY DESIGN into a training solution.

Use 360 BY DESIGN as a gap analysis to identify specific individual development needs, or to identify team or organization-wide development needs for human resource planning.

##### Use 360 BY DESIGN to improve business performance.

Use 360 BY DESIGN as part of your leadership development initiative; to identify gaps in bench strength; or to address retention.

## Map 360 BY DESIGN to an established leadership competency model.

Use the research-based competencies in 360 BY DESIGN to provide valid and reliable feedback reflecting the leadership competency model already in place in your organization.

### What 360 BY DESIGN Measures

The competencies available are part of CCL's model of leader competencies and have been used extensively in our programs, publications and assessment instruments. For a complete listing of competencies, go to [www.ccl.org/360bd](http://www.ccl.org/360bd)

#### Leading Others

- Managing Effective Teams and Work Groups
- Building and Maintaining Relationships
- Valuing Diversity and Difference
- Developing Others
- Communicating Effectively
- Problems That Can Stall a Career

#### Leading the Organization

- Managing Change
- Solving Problems and Making Decisions
- Managing Politics and Influencing Others
- Taking Risks and Innovating
- Setting Vision and Strategy
- Managing the Work
- Enhancing Business Skills and Knowledge
- Understanding and Navigating the Organization
- Problems That Can Stall a Career

#### Leading Yourself

- Developing Adaptability
- Increasing Self-awareness
- Managing Yourself
- Increasing Your Capacity to Learn
- Exhibiting Leadership Stature
- Displaying Drive and Purpose
- Demonstrating Ethics and Integrity
- Problems That Can Stall a Career

#### Global Competencies

- Decision Maker
- Negotiator
- Leader
- Business Knowledge
- Coping
- International Business
- Perspective Taking
- Innovator
- Cultural Adaptability

## Special Features and Options to Customize:

- Standard or custom-written open-ended questions
- Additional survey questions, scored independently from CCL competencies
- Names of rater categories
- E-mail notifications
- Options available for group profiles
- Customized For Your Improvement™ Translator

### Facilitator Certification

Because 360 BY DESIGN is a sophisticated assessment tool and because effective facilitation is critical to its successful use, CCL requires that it be administered only by certified professionals. To learn about CCL's two-day Assessment Certification Workshop or how CCL can customize it for your organization, please visit [www.ccl.org/acw](http://www.ccl.org/acw) or call us at +1 336 545 2810.

### Customized Services

To support and strengthen the impact of your 360 BY DESIGN initiative, we offer a range of services, including:

- Project Planning and Design
- Orientation Briefing
- Competency Mapping
- Facilitator Certification Training
- Feedback Facilitation Workshop
- Development Planning Workshop
- Group Profile Analysis
- Impact Evaluation

### Pricing

Pricing is based on the level of customization and related services. Assessment setup fees begin at \$2,000, and participant fees begin at \$275. To find out more about getting started, please call CCL-North America at +1 336 545 2810.

#### Pricing includes:

- All surveys (internet-based)
- Online status for administrators and participants
- Scoring of assessment
- Printed feedback report (two copies)
- Development Planning Guide
- Option to customize FYI For Your Improvement™ Translator (\$20 each)
- Group profiles available (\$300 each)
- Quantity discounts available for participant fees

To order, e-mail [info@ccl.org](mailto:info@ccl.org) or call CCL- North America at +1 336 545 2810.