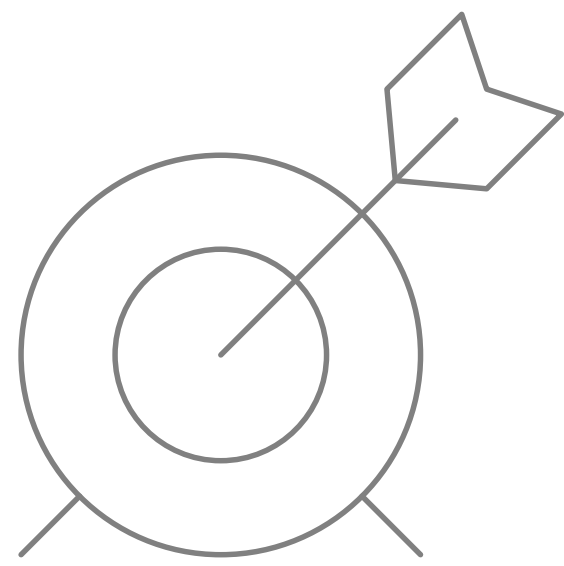


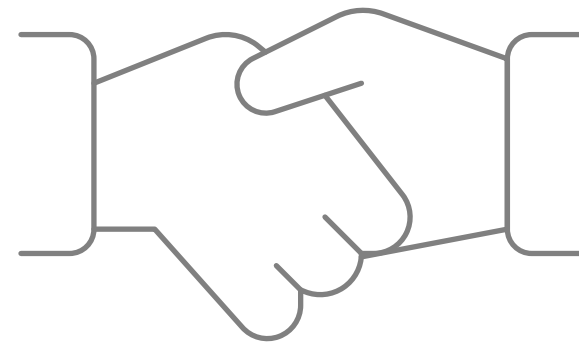
5 TIPS FOR GIVING EFFECTIVE 360 FEEDBACK



The next time your boss, colleague, direct report, or friend comes to you for input on a 360-degree feedback survey, remember these five tips to ensure your feedback is immediately conducive to the personal improvement of the recipient.

#1 BE RESPECTFUL

Provide specifics, if appropriate and helpful, but try to only provide feedback you would be comfortable discussing further with the participant. **DO NOT ATTACK** the participant's motives or intent. Avoid absolutes like "always" or "never" in your 360-degree feedback. Such statements are never true and they always create bad feelings.



#2 THINK AHEAD



Take into consideration the personality, tendencies, and emotional intelligence of the 360-degree feedback recipients. Ensure the recipient will be able to hear your feedback as it is **INTENDED**.

Misconstrued feedback can lead to getting people stuck in the "surprise" or "anger" phases of the SARA (Surprise, Anger, Resistance, and Acceptance) Model, without receiving the **TRUE BENEFIT** of the feedback.

State your feedback in a way that shows you **CARE** about the participant's growth and development.

#3 SPEAK FOR YOURSELF

Base your ratings or comments on your own **PERSONAL EXPERIENCES**, not on hearsay or gossip. You have been asked to provide 360-degree feedback based on your relationship with this individual.

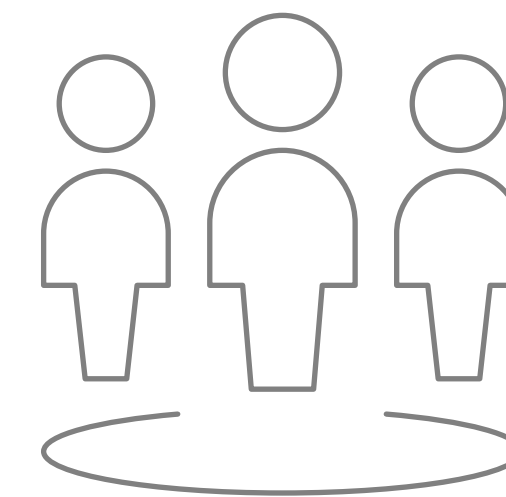


#4 FOCUS ON THE QUESTIONS

Base your ratings and comments on the questions that are being asked. A 360-degree feedback assessment is not a forum to make comments on other issues. Telling someone they are a "poor leader" is not helpful or **ACTIONABLE**. What, specifically, is it about the person's leadership that he or she may need to work on?



#5 BE HONEST & DIRECT



Allow the feedback recipient the pleasure of **LEARNING** about his or her qualities and traits that you appreciate, in addition to those he or she may need to do differently. The process will only be valuable to the recipient if the feedback received is open, direct, and respectful.

FOR MORE ON 360 DEGREE FEEDBACK:
DECISIONWISE.COM/360

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