

360 By Design[®]

Tailoring Your Assessment and Feedback Process



Center for
Creative
Leadership[®]

What is 360 By Design?

360 By Design is a 360-degree assessment that can be tailored to reflect the competencies important to your organization. Choose from CCL's 360 By Design library of over 90 competencies and derailment factors to design a targeted feedback experience for any leader level. Feedback reports are sent to a CCL-certified facilitator, who debriefs the results with the leader in a confidential session.

Results

- Provides feedback on CCL's research-grounded competencies and derailment factors that you select from our content library
- Provides normative comparisons of results with other successful managers
- Starts the process of feedback-based individual development

How to Use 360 By Design

- For individual assessment, coaching and planning
- In a workshop setting for groups
- As a cornerstone of a larger-scale leadership development program
- To provide valid and reliable feedback reflecting the leadership competency model already in place for the organization

What 360 By Design Measures

360 By Design can be tailored to measure the content you select from the comprehensive 360 By Design Library of Competencies and Derailment Factors. The competencies are grouped in the clusters listed below.

Leading Others	Leading the Organization	Leading Yourself
<ul style="list-style-type: none">• Communication• Conflict• Diversity• Employee development• Global perspective• Motivation• Relationships• Work groups	<ul style="list-style-type: none">• Business acumen• Change• Courage• Decision making• Influence• Innovation• Occupational skills• Problem solving• Project management• System thinking• Vision and strategy	<ul style="list-style-type: none">• Adaptability• Composure• Image• Initiative• Integrity• Learning capacity• Self-awareness• Self-management

The World's Most Widely Used Leadership Assessments

CCL pioneered the use of assessments and feedback in leadership development decades ago. Since then, millions of users from thousands of organizations have relied on CCL assessments to produce valid, reliable and actionable results.

Special Features

- Provides normative comparison of results with other successful managers
- Includes a written comments section
- The following components may be customized at set-up for an additional fee:
 - Email communications to survey participants and raters
 - Additional custom survey items
 - Rater categories
- Group profiles available

Facilitator Certification

Because 360 By Design is a sophisticated assessment tool and 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 or call us at +1 800 780 1031.

Facilitation Options

CCL can:

- Certify you and your staff to deliver feedback
- Certify your staff and also assist you in delivering feedback
- Deliver feedback to the participants in your organization

Pricing

Pricing is based on the level of customization and related services. Assessment set-up fees begin at \$2,000, and participant fees are \$305 with quantity discounts available.

Pricing includes:

- All surveys
- Online status for administrators and participants
- Scoring of assessment
- Printed feedback report (two copies)
- Option to customize *For Your Improvement™ Translator*. (for an additional fee) To purchase the companion reference book, *FYI For Your Improvement™*, visit www.ccl.org/fyi.

Group profiles available for \$300 each

Effective for the Global Workplace

360 By Design is available in the following languages:

- Dutch
- French
- German
- Italian
- Japanese
- Latin American Spanish
- Brazilian Portuguese
- Russian
- Simplified Chinese
- Spanish
- UK English
- US English

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
- Evaluation services

Product Support

All CCL Assessments are supported by our knowledgeable and accessible product specialists. If you need assistance defining objectives, selecting an assessment, training facilitators, administering and interpreting data or development planning, CCL has the resources to assure that your assessment initiative will be effective and efficient.



How to Order

To order 360 By Design or to learn more about how CCL can support you through the entire process, email info@ccl.org or call +1 800 780 1031.

www.ccl.org/360bd

