360° Feedback

What gets measured gets acted upon.

ZENMANGO™

Marketing . Brand Strategy . Research

What is it

A brand and its team members must continually evolve to stay competitive in today's ever changing market. ZenMango's 360° Feedback is a self-driven development tool that gives a team member complete and exhaustive feedback from all directions he/she needs to constantly evolve and improve.

The feedback is conducted among team members at all levels he/she interacts with and provides important insight to help them develop both personally and professionally. Feedback from supervisors, peers, and direct reports are presented to an individual team member along with developmental directions giving the team member an opportunity to take ownership of his/her own development. The most unique and powerful feature of 360° Feedback is that is based on the team member's desire and onus to improve.

How does it work

Many tiers of team members are chosen which includes multiple levels of peers, superiors, and direct reports. Each team member involved in the study takes a confidential online survey that evaluates their superiors, peers and direct reports. The results in each level are analyzed in aggregate so no personal evaluations are identified, giving each respondent the confidence to evaluate each person candidly.

Once all surveys are completed, the results are analyzed and reported based on the highest and lowest importance for each employee and shared with the individual and his/her development advisor.
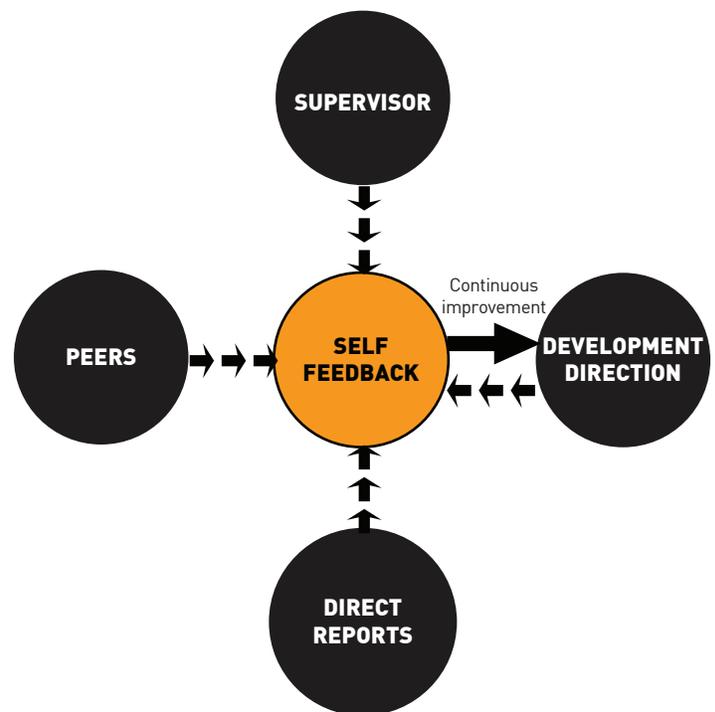
Team member evaluations may include outside partners and vendors.

Why do you need it

- A team member with a sense of growth and purpose help an organization reduce turnover. This maintains high caliber individuals as a primary asset to the orgnization.

- Better team members improve a brand's competitive presence in the market.

- This is not a performance appraisal. Instead, this is an individual-centric tool to learn, act, and be better.

- 360° Feedback aligns personal development goals with organizational objectives.