

Methods of 360-degree feedback also known as the most efficient performance assessment



Within the HR profession, 360 degree has a different meaning than in mathematics. Usually at the end of each year, slightly before closing, it happens that the direct manager evaluates the annual performance of the team and individuals. Was the year successful? Is the direct leader satisfied with the employees' work? They can review, together, whether the goals set for last year have been achieved? How can we properly revise them and improve results? What can be the next steps/goals, etc.

This is the perfect time for self-evaluation, examining whether all opportunities have been taken and what can be done to achieve better performance.

People at their workplace – fortunately – work together with many different colleagues in many different relations, not only her/his leader.

Although the manager is usually the most immediate contact for work, with the company or other staff members, there are naturally other co-operating partners with whom we have to work, from whom we expect documents, to whom we have to send details, from whom we can ask for specific information and their relevance to our work activities.

360-degree feedback relies on these work-relationships.

The essence of 360-degree feedback is that beyond the common hierarchy, it is not only the direct manager evaluating the employees' performance, it ensures accomplishments are analysed from several different directions, and levels of the organizations. This complex approach enables peers, colleagues, outside contacts, clients, partners and, in some cases, subordinates also to evaluate various competence factors. Through this subjective impressions lose significance and are integrated in a clearer picture of objective facts.

The HR profession has recognized the advantage of multi-source assessment quite quickly, by today it has gained ground and is in demand in the field of human resources.

HILL International launched its own, individually developed, Internet-based performance assessment system.

Employees' appraisal by 360-degree feedback gives more detail about her/him as a co-operating partner and can determine her/his weaknesses, strengths on a higher level due to the input of others. It helps her/him become more effective, successful and a manager with better leadership skills.

Competencies are chosen according to the client's preferences and are evaluated by the employee or manager filling in the tailor-made, company specific assessment sheet. The examination of various factors is effective and suitable for the person/position/company's own characteristics.

Different perspectives give different results, but this is the main goal of the 360-degree feedback. As it includes the manager's behaviour and attitude, the final result can become more complex. Results are compiled into and available in table format, can also be visualized through a graphical interface, which are interpreted by HILL's psychological experts.



External consultants play a great role in assessment projects like this. Thus the success of the performance system largely depends on an experienced appraisal specialist evaluating subjective opinions, which requires a high level of prudence to be exercised and should be carried out in a confidential manner.

The evaluation contributes to the professional development of the manager, ensures managerial supply and improves the effectiveness of communication. This is the only assessment system which doesn't use the evaluated person's own opinion about her/himself as its base, but depends on the people co-operating with her/him.

Further advantage of the 360-degree feedback is that it develops the examined employee's self-image, self-recognition, self-esteem and objectively identifies her/his strengths and weaknesses.

Please feel free to contact HILL International if you need further information regarding HILL's 360° feedback!

