

A 27-point checklist for successful 360-degree feedback





360-degree feedback is a revolutionary method of offering consistent performance reviews, support and growth opportunities to professionals. However, its success depends on the quality of your planning and execution. This extensive checklist will ensure you don't miss out on anything.

A 9-point checklist before getting started

Four must-have elements in your 360-feedback approach

The ultimate 360 approach needs to focus on growth and development.

And the purpose behind rolling out the survey should be to:

- Raise self-awareness in your workforce
- Focus on individual improvement to propel collective growth
- Build tolerance and acceptance for constructive feedback
- Address specific problem areas and work on solving them in a structured manner

The four pillars of an apt 360-feedback competency model

It is a good idea to think about competencies in four dimensions- knowledge areas, functional skills, leadership skills and behaviors. Either some or all these competencies define almost every role in the corporate world.

Hence, you may want to spend some time developing a competency framework that incorporates:

- Your organization's leadership model
- The company's core values
- Functional and job-specific competencies
- The behaviors and performance standards that are expected of all employees



The #1 underrated element crucial for the success of 360-degree feedback

The success of a 360-feedback system largely depends on how it is implemented in an organization. No matter how good your tool is, it will not achieve the desired results if you do not implement it correctly, which depends on extensive leadership engagement.

The senior-level professionals in any organization need to communicate with the 360 feedback respondents, encouraging them to share their candid observations. The goal is to have an open dialogue for honest yet anonymous feedback for every individual irrespective of the hierarchy. The purpose of a 360 evaluation serves its maximum potential when leaders also receive their personalized development plans and the context to understand data.



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Nine points to choose the right 360-feedback tool

Must-have features in your 360-feedback tool

A 360-degree feedback tool should seamlessly integrate with your workflow while ensuring efficiency in performance management.

Therefore, the 360-degree feedback tool you choose should have the following features:

<p>1. Ease of use</p> <ul style="list-style-type: none"> ● Easy to set up ● Easy to comprehend ● Easy to manage ● Easy to respond to ● Easy to review 	<p>2. Customizations</p> <ul style="list-style-type: none"> ● Customizable question bank ● Customizable competency model 	<p>3. Automation</p> <ul style="list-style-type: none"> ● Automated reminders ● Auto-saved responses ● Automatic nudges to answer overlooked questions/ratings
<p>4. Online availability</p> <ul style="list-style-type: none"> ● Cloud hosting ● Adaptiveness to a variety of bandwidths 	<p>5. Email compatibility</p> <ul style="list-style-type: none"> ● Availability of multiple email templates ● Pre-scheduling options 	<p>6. Mobile-friendliness</p> <ul style="list-style-type: none"> ● Adaptiveness to varying screen sizes and types ● Seamless operation across devices
<p>7. Actionable reports</p> <ul style="list-style-type: none"> ● Easy translation into development plans ● Rich insights into all relevant areas ● Actionable guidelines ● Data related to skills gap, potential blind spots and highest/lowest-rated areas 	<p>8. 24x7 support</p> <ul style="list-style-type: none"> ● Availability of subject matter experts ● Candidate support ● Admin support ● Accessibility over multiple channels (phone, email, chat, etc.) 	<p>9. Affordability</p> <ul style="list-style-type: none"> ● Maximum value for money ● Inclusive of all features on this checklist

Nine mistakes to avoid when rolling out a 360-degree feedback program

Now that you have the best practices of 360-degree feedback at your fingertips, it is time to look at the most common mistakes that jeopardize its efficacy.



1. Unclear purpose

360-degree feedback can serve as a multi-faceted tool for performance appraisal, L&D, training needs identification and a lot more. And the purpose decides the direction of the process, the type of questions to ask, the rating scales to choose, assessing the right competencies, etc. Hence, it is vital to have complete clarity on why you want to adopt a 360-feedback process.



3. Lack of confidentiality

One of the key reasons that ensure high completion rates of 360-degree feedback forms is the confidentiality factor. The latter is even more significant when rolling out the process for the first time.



4. Prioritizing shortcomings

The 360-degree feedback system is about promoting good performance and making improvements. Solely focusing on the downsides and disregarding the good is a mistake that prevents companies from gaining the most out of this exercise.



2. Poor communication

Another prominent 360-degree feedback mistake is not communicating its purpose with key stakeholders. You want both groups- feedback-givers and recipients to be on the same page as the administration.



5. Expecting a one-size-fits-all questionnaire

Each company has different requirements, and the questions need to be custom-crafted according to those requirements. Therefore, it is a mistake to use a standard questionnaire without considering the specific competencies you need to assess or not making customizations according to the profiles in consideration.

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6. Ineffective assessment items

The assessment items need to be aligned with your organization's goals and expectations. Otherwise, the exercise would yield useless data. You should not ignore subjective areas like teamwork, attitude, management skills, leadership abilities, etc.



7. No pilots

Testing the 360-survey on a small group of people will allow you to figure out the loopholes in the system, which can then be improved upon before rolling out the survey at all job levels. Also, understanding the impact of 360 performance reviews on employees helps employers make better people decisions.



8. Never-ending questions

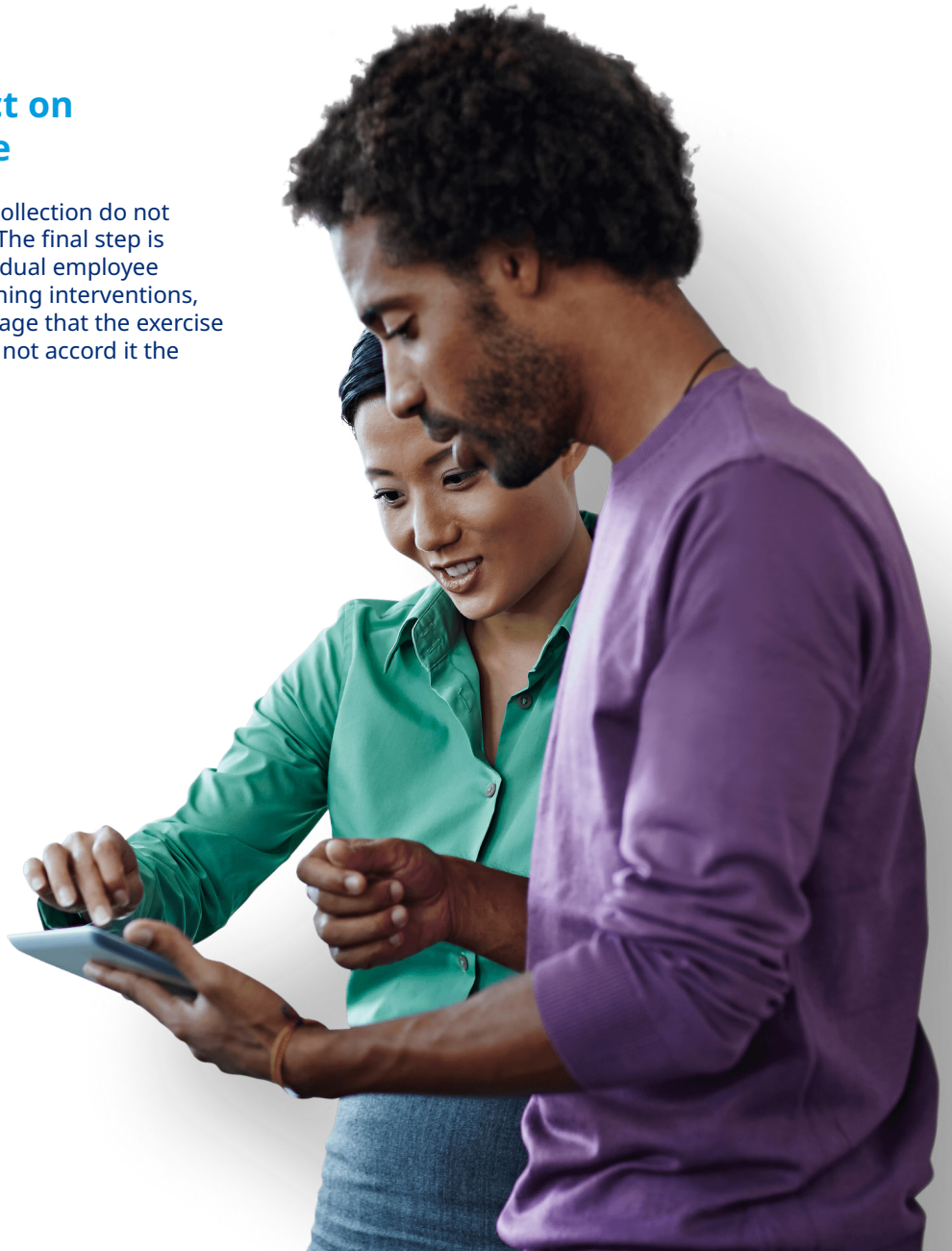
A pre-requisite for making your employees fill any feedback form effortlessly and diligently is to keep it as concise as possible. If it is a long survey and takes an hour or more to complete, possible delays or hasty and skewed ratings are likely, ultimately affecting the final report.



9. Failure to act on the outcome

Excellent completion rates and data collection do not conclude the 360- feedback process. The final step is to utilize that data and work on individual employee development plans, goal-setting, training interventions, etc. A failure to do so sends the message that the exercise was in vain, and the workforce might not accord it the desired seriousness the next time.

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