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Quick Reference Guide:

- Leading provider of UK affordable and supported housing
- 360 assessment of 700 leaders
- Clear views of individual and organisation-wide development needs

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"We had challenging time scales and volumes and the Managed Solution was the best option for us with regard to these demanding factors."

Flexible 360 Managed Service Ensures Successful Assessment of 700 Leaders

Leaving the technical admin of 360 assessments to the experts pays off handsomely

The Company:

Home works to deliver improvements to communities, provide homes for those who may struggle to get them and care and support services to vulnerable adults. **Home** colleagues feel that by making a difference locally, providing excellent customer and client service and being flexible and adaptable, they will meet the needs and demands of the people who live in the neighbourhoods which they serve.

The Challenge:

Home needed to provide a mechanism to introduce a 360 degree feedback exercise for their 700 strong leadership community.

"The main mechanism for 360 degree feedback is using questionnaires so when deciding on how to draft our questions we decided to use our existing leadership profile – the leadership competency framework" says Kristina Henry – Leadership & Management Development Manager at Home.

The main objective was to introduce and promote a consistent 360 degree feedback exercise as a leadership development tool for the leadership community in the organisation.

The Solution:

An online 360 degree leadership and management development assessment was the preferred methodology and **Home** selected SurveyShack due to its considerable experience in the field of 360 assessments and the flexibility of the technology and support team.

An online leadership and management appraisal system not only streamlines the entire assessment process; the simple method of responding electronically also helps boost management participation and thus helps to maximise response rates.

It is possible to carry out leadership and management appraisals using a single self-assessment questionnaire, but more and more organisations are turning to a 360 degree assessment approach. This considerably enhances the view of each manager's development needs as feedback is also provided by their professional colleagues. These additional 360 assessors can be made up of any combination of line managers, peers, direct reports or even external associates such as customers and suppliers.



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“SurveyShack is extremely flexible and efficient, great value for money and very responsive.”

The 360 approach therefore brings consistency and much greater transparency to the way in which leaders are appraised. The SurveyShack system deploys questionnaires electronically via an invitation email or as a hard copy of the questionnaire, then tracks and sends reminders to all respondents who haven't responded in the timeframe required. It receives and collates all responses automatically and can then report on the results in whatever way is required. Entire organisations can be appraised in only a matter of weeks.

The **SurveyShack Managed Service** is made up of a specialist team who can design and manage an entire project, as well as engage with clients at whatever stage of the project that is required. Whether it is from the very outset in a project and/or questionnaire design consultancy capacity, or as a technology service provider during the 'live' survey stages, the SurveyShack managed service team can assist with the management of all types of feedback project.

“We had challenging time scales and volumes and the Managed Solution was the best option for us with regard to these demanding factors.”

The Benefits:

As well as providing simple yet highly insightful reports on all individuals as they are assessed, the SurveyShack team have also assisted with the subsequent analysis of all feedback data received. This has provided Home with organisation-wide views of any leadership development needs, as well as highlighting the strengths and best-practice areas that can be further built upon.

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By using the SurveyShack managed service 360 degree assessment process **Home** has been able to assess all 700 leaders efficiently and consistently. The platform to re-assess on an annual basis and thus be able to benchmark shifts in leadership performance is now in place and ROI on training and development from individual through to organisational level will now be easy to track.

“SurveyShack is extremely flexible and efficient, great value for money and very responsive.”

The SurveyShack Managed Service team enabled the project to be run professionally and efficiently, and the information gathered was hugely valuable in achieving the desired objectives for **Home**.