

# The Next Generation of 360° Assessment: 720° Assessment

Many organizations are beginning to realize that the skill base of their executives and managers does not match the requirements of a rapidly changing environment. Without these critical competencies, executives and managers are less likely to be able to lead these organizations toward successful implementation of strategic changes. In fact, one of the major reasons why 50% of organizational change ends in failure or less than desired outcomes is related to the inadequate skill base of the upper executives and middle managers.



In this session, participants will learn about utilizing 360° assessment tools as a means to accurately map executive and managerial competencies and subsequently how to employ the feedback as a compelling reason for these individuals to change. Participants will be introduced to the differences between 360° and 720° assessment and how the latter can be effectively utilized within your organization in the development of new executive and managerial competencies.

## Part One: An Introduction to 720° Assessment

Friday, March 15, 2002 - 8:00 a.m. to 12:00 noon

- Understand the difference between performance management and performance appraisal
- Understand the pitfalls of performance appraisal
- Determine the specific objectives of your organization's performance management and appraisal system
- Understand the use of 720° Assessment as a means to improving executive and managerial performance as well as general staff performance
- Examine the organization systems which translate into managerial change
- Examine the pros and cons of 360° Assessment for performance appraisal and leadership development
- Examine the various approaches to 720° feedback

## Part Two: Implementing 720° Assessment

Friday, March 22, 2002 - 8:00 a.m. to 12:00 noon

- Learn the Managerial Task Cycle and behaviors practiced by successful executives and managers and how the assessment tools tap these behaviors
- Examine research which links executive/management practice of the Task Cycle to bottom line profitability
- Understand the relationship between executive/managerial competence and team output and how the assessment tool taps the relationship
- Explore the relationship between improved managerial functioning and quality
- Examine continuous managerial improvement through the development of practical action steps based on 720° Assessment profiles
- Learn how to employ 720° Assessment as part of effective succession planning
- Develop a method for effectively providing constructive feedback based on 720° Assessment

**Workshop Facilitator:** Charles J. Meltzer, PH.D., is President of the SyntecGroup. He is recognized as a leading authority in Change Management and organizational development in Canada and the United States. Dr. Meltzer draws upon more than two decades of experience in direct senior management and organizational development consultant.

**TO REGISTER:** Fax your completed form to QNET at (204) 949-4990 OR register online at [www.qnet.mb.ca](http://www.qnet.mb.ca)

### FEES:

#### Part One (March 15):

- Member \$80.25 (Includes \$5.25 g.s.t.)  
 Non-Member \$90.95 (Includes \$5.95 g.s.t.)

#### Part Two (March 22):

- Member \$80.25 (Includes \$5.25 g.s.t.)  
 Non-Member \$90.95 (Includes \$5.95 g.s.t.)

#### Method of Payment:

- Please send invoice  
 Cheque enclosed / to follow

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**A registration confirmation will be faxed one week prior to the event with location details.**