

AVOIDING THE 360 FEEDBACK PITFALLS

We often see a disconnect between the theory of 360 feedback implementation and the practicalities of doing it well. Our experience clearly indicates that there are five key areas that differentiate those organisations that successfully use 360 feedback and the rest!

The watch-outs are:

- Trying to use your 360 degree feedback process for performance and development purposes at the same time
- Using a generic questionnaire that's not aligned to the organisational context
- Leaving participants to sink or swim – Rather than supporting them to make the most of their feedback reports
- Hoping that change will take place – Instead of having a 'follow through' plan in place
- Implementing 360 simply because it's "best practice" / "used by the best organisations" etc- Not because it is aligned to a business/ organisational need

The best bit is, the things that many get wrong are very easily avoided. Take a look at our video – [How to get 360 feedback right](#)

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