

360 FEEDBACK MASTERCLASS - QUESTIONNAIRES

Taking the time to develop a questionnaire that is 'fit for purpose' and will provide participants with insightful development feedback against the organisations expectations of them, is a fundamental part of getting 360 degree feedback right.

Whilst there are many factors to consider when designing a great questionnaire, we believe the following to be key:

- Use the Leadership/Senior Management Team to define the behaviours that will enable the delivery of the organisations needs today and in the future
- Don't re-invent the wheel – Use a standard data base of tried and tested questions as a start point (drop me a note if you haven't got access to one)
- Ensure each question has a single focus and clearly captures the desired behaviour
- Identify 65 – 75 questions, split into 5 – 6 competency areas
- Provide 3 – 5 free text (qualitative feedback) boxes spread throughout the questionnaire and a summative comments box at the end
- Do a Face Validity test – Invite feedback from potential feedback responders on the understandability of each question and feedback from the top team on the relevance of each question

Lumus360 offer a free questionnaire design service to all our customers

David Cooper
Director