



the booth company

About the Company

The Booth Company (TBC) publishes and administers 360 degree feedback surveys based on the Task Cycle®, a validated theory of leadership and management roles. Its comprehensive set of surveys measures the essential skills of mission-critical organizational roles, including executives, first-line and middle managers.

TBC's 360 degree feedback tools are statistically validated on more than 200 million responses. These scores are updated and averaged annually to help participants determine if their skills are competitive against the same role in other companies or within their own organization.

For clients utilizing their own survey content, The Booth Company offers flexible survey hosting services. TruScore® is TBC's signature online survey hosting platform for customized client content.

In addition, TBC offers customized survey development, on-site training, and monthly workshops for HRD consultants at the TBC facility.

Since 1972, TBC and its team of international consultants have helped Fortune 1000 corporations clear away the roadblocks to executive, management, and team effectiveness. Located in Boulder, Colorado at the center of Colorado's high-tech corridor, TBC has experienced well-managed and steady growth throughout the last decade.

The company's hallmarks are personalized service and innovative technologies that ensure accuracy and rapid survey results.

The Booth Company - Developing Leadership Talent Through Quality Feedback Programs.

COMPANY BIOS

Daniel J. Booth, Founder

Dr. Daniel J. Booth is a pioneer in the field of leadership and management assessments, and founder of The Booth Company. He began his consulting practice in 1972 where he conducted communication skills workshops for educators and managers. In 1976, while consulting for IBM's Boulder labs, he was introduced to its worldwide 360 feedback morale program.

Thoroughly impressed with the power of the program, Dr. Booth began to design and conduct his own survey/feedback programs for regional clients, such as Coors, Denver Water Board, and PSCO. These successful projects led to national clients such as Roche Labs and Hewlett Packard.

Dr. Booth's academic degrees include a doctorate from the University of Colorado at Boulder, a M.A. from the University of Illinois at Urbana, and a B.A. from Roosevelt University at Chicago. Recent publications include a technical paper with Clark Wilson and others in *Impact of Leadership, A Facilitator's Manual for Clark Wilson's Survey of Management Practices*, and *Mastering Managerial Skills*, a one-day course for corporate universities.

Derek Murphy, President and COO

Derek Murphy is President and COO of The Booth Company.

Derek joined The Booth Company in 1996 and has served in a number of roles including Data Analyst, Production Supervisor, and Senior Vice President. In his current role as President and COO, he is responsible for planning and implementing the strategic direction of the company, as well as driving the development of all new web initiatives.

Derek oversees the day-to-day business operations for TBC. He manages the transition from sales to operations, negotiates contracts, and serves as the liaison for senior customer contacts, along with leading new product development.

Derek received a Bachelor's degree in Communications with a dual minor in Business Administration and Marketing Management from Salisbury University.

Tom Kuhne, Vice President and CIO

Tom Kuhne is Vice President and Chief Information Officer of The Booth Company.

In 1995, Tom joined TBC and has occupied several positions such as Data Analyst and Information Systems Manager.

In his current role as VP and CIO, Tom is the driving force behind TBC's technology vision for the present and the future. Tom manages all aspects of TBC's information systems, ensuring all systems meet the highest functionality and security standards.

Tom helped expand TBC's product line when he initiated and directed the development of TruScore®, TBC's signature online survey management software. A key differentiator in the industry, TruScore® innovates in the area of online assessments and leadership development.

Tom received his B.S. from Salisbury University.

Kurt Blazek, Design Director

Kurt Blazek is the Design Director at The Booth Company.

In 2001, Kurt joined TBC as the Design Director where he uses a unique blend of strategic thinking with dynamic executions to create TBC's visual and interactive design.

He is responsible for creating, evolving, and sustaining the company's brand to internal and external stakeholders through multiple mediums.

Kurt is also responsible for the analysis and execution of user-centric solutions for ongoing technical support and new software development.

Kurt received his Bachelor's of Science in Communication Design specializing in User Centric Design with a Minor in Photography from the Illinois Institute of Technology Institute of Design.

Hank Curtis, Business Development Manager

Hank Curtis is the Business Development Manager at The Booth Company.

Hank has a proven track record with more than 20 years of sales and business development experience. Under his direction, companies in various industries have reached unprecedented growth and sales.

Hank joined TBC in 2006. He manages and assists in the analyzing, planning, research, and development of TBC's objectives and strategic plans in order to achieve business opportunities, growth, and financial profitability.

Hank received his Bachelor's in Business Administration from the University of Nebraska-Lincoln.

PRODUCT OVERVIEW

360 Degree Feedback Surveys

The Booth Company provides 360 feedback surveys for leadership and management development based on the Task Cycle® Theory, a validated model of successful management and leadership practices.

Recognizing that one-size does not fit all, TBC offers 13 unique surveys to fit a variety of roles. Each survey asks role-specific questions that correlate with the competencies of the common and most important roles in organizations.

TBC surveys fall into five categories:

- Leaders and Executives
- Managers and Supervisors
- Individual Contributors
- Teams
- Special Applications

All the TBC surveys are customizable to meet an organization's unique needs. The custom surveys preserve the reliability of the competencies, while also ensuring alignment to internal language and culture.

TruScore® Survey Hosting

TruScore® is The Booth Company's signature online application for designing, implementing, and controlling all aspects of multi-rater feedback assessments. TruScore® is designed to be compatible with a broad range of assessments, making it an ideal platform for independently authored surveys, corporate university content, as well as TBC's line of validated assessments.

TruScore® requires no software installation and can be accessed by administrators, participants, and raters from any computer that has an internet connection and browser.

- Software as a Service (SaaS)
- Built on the Idea of Flexibility
- Multiple Language Capabilities
- Secure, On-Demand Application
- Operating on Microsoft's .NET Framework
- Customization Options
- TruTrack® - Interactive Development Planning Tool

360 DEGREE FEEDBACK

What is 360 Degree Feedback?

360 feedback involves collecting perceptions about a person's behavior from those around them. The participant receives anonymous skill evaluations from a circle of stakeholders, which includes direct reports, peers, and supervisors.

360 feedback measures leadership effectiveness such as decision making skills, collaborative planning, conflict management, performance standards, and many others. The feedback can help renew focus on goals and objectives, encourage constructive feedback, and clarify the roles of managers.

What are the Benefits of 360 Degree Feedback?

360s give a broad scope of feedback involving all key stakeholders to provide a well-rounded view of how others perceive a participants' leadership.

360s offer fair feedback because the 360 process is conducted in a confidential setting where raters can provide accurate and honest feedback.

360s clarify the participant's development path by identifying the areas that need to be improved as well as strengths that can be leveraged.

360s can reduce turnover and cost by fostering an environment that encourages self-development, which leads to job satisfaction.

Why is The Booth Company unique?

The Booth Company (TBC) has provided 360 degree feedback surveys and development programs for nearly 40 years and is trusted by many of the world's leading companies. TBC's rich history with 360 feedback serves as a key differentiator in the industry.

Dr. Frank Shipper, a Professor of Management at Salisbury University's Perdue School of Business, stated: "Low-cost is a false economy when purchasing a 360 feedback questionnaire. There are many instant 'experts' on 360 feedback that generate custom questionnaires overnight. Companies should avoid them. Instead, look for companies that have 20 or more years experience with 360 feedback."