

---- FOR IMMEDIATE RELEASE ----

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**The Booth Company Releases Updated 360 Feedback Survey for Health Services.**

Boulder, CO -- The Booth Company, an international provider of leadership development 360 surveys, announces the release of its updated health-care specific instrument, "*Leadership in Health Services.*" The parent 360 degree feedback survey has been in use for more than 15 years, and has been used with equal effectiveness by physician and lay administrators in numerous health care organizations. The new 360 survey has been updated and shortened to increase validity, reliability and ease of use by over-committed health care leaders. The latest release incorporates current research, industry trends, and customer feedback to refresh its relevancy.

*Leadership in Health Services (LHS)* is a 360 degree feedback assessment that provides executives and managers with comprehensive feedback on their leadership skills. Developed in partnership with healthcare professionals in the US and Canada, this instrument focuses on the management skills necessary for achieving operating goals. It also measures leadership skills needed for competing successfully in the changing health care environment. Leadership in Health Services addresses the needs of middle and senior managers, as well as executives, whose responsibilities range from managing operational units to influencing others, planning strategically, and leading change.

The structure of LHS is the Task Cycle®, a validated theory of leadership leverage. Executives and managers improve their performance by discovering their strengths and applying them to any significant weakness. The six phases of the LHS Task Cycle® are: Entrepreneurial Vision, Planning for the Future, Maximizing Human Resources, Feedback, Driving toward Results, and Recognition. Outcomes include Trustworthiness and Overall Effectiveness.

The LHS Task Cycle® assesses the vision of the executive, his or her ability to plan for the future, the skills needed to manage, motivate, and lead others, and the drive to achieve operational and strategic goals. In addition, the executive receives feedback about how his or her skills affect building trust with others, the tension level within the organization, and his or her overall effectiveness.

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***About The Booth Company***

*The Booth Company 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 measure the fundamental skills of mission-critical organizational roles, including executives, first-line and middle managers. The survey results are compared to continuously updated industry and country norms. Since 1972 The Booth Company has distributed its surveys and feedback workshops internationally through corporate universities and an exclusive network of certified senior executive coaches.*

*For clients utilizing their own survey content, The Booth Company offers flexible hosting services, as well as statistical and psychometric consulting. It also provides advanced reporting opportunities, with a variety of aggregate reports ideal for group benchmarking and strategic planning purposes.*

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