

---- FOR IMMEDIATE RELEASE ----

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The Booth Company Releases Online Tutorial for Report Interpretation - May 13th, 2010

Boulder, Co - The Booth Company, an international provider of leadership development surveys, announces the release of its new online tutorial for report interpretation. This flash tutorial provides approximately 21 minutes of guided debriefing for the company's 360 degree Task Cycle® survey feedback reports.

Derek Murphy, President of The Booth Company, explained that, "We want to give customers a contemporary, affordable option to provide interpretation without having to have an instructor-led walk-through. This is not meant to replace coaching. The Booth Company will offer participants the opportunity to request a coach after viewing the tutorial if they want additional guidance." He reported that initial customer response has been strongly enthusiastic. "Many customers want to provide 360 degree feedback surveys as part of their management and leadership development programs. This gives those on a budget an affordable option in this time of economic uncertainty."

This new service is the latest in the cadre of options the company offers for reporting feedback from 360 feedback surveys that solicit data from the participant, direct reports, peers, supervisor, and others about the participant's performance at work. Traditional options for reporting this feedback include one-on-one coaching, train-the-trainer model with internal or external coaches, or guided debriefs using the WebEx platform. The new flash tutorial is self-paced and automated, allowing the user the opportunity to control the pace at which they move through the report.

The tutorial is broken down into a number of different modules, including: the general background of 360 degree surveys, common terms and definitions, the actual data presentation component, a walk-through of how to read the participant's own results, and an introduction to the action planning process. At the end of the tutorial, participants are encouraged to create a development plan which specifies what actions they will take to improve in their weaker skill areas.

To see a demonstration of this product, click here: [Online 360 Feedback Report Interpretation Tutorial Demo](#)

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.

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