

PRODUCT AND SERVICES OVERVIEW



The elements for assessing and growing leadership talent



the booth company



### WHO IS THE BOOTH COMPANY?

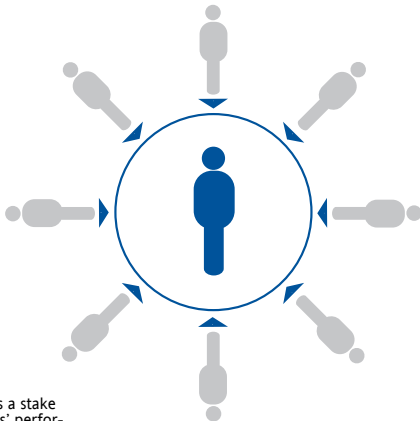
We are the publisher and administrator of 360 degree feedback surveys based on the Task Cycle®, a validated theory of leadership and management roles. Our comprehensive set of surveys measures the fundamental skills of mission-critical organizational roles.

View Our Staff Here:  
[www.boothco.com/company/people.php](http://www.boothco.com/company/people.php)

View Our History Here:  
[www.boothco.com/company/aboutus.php](http://www.boothco.com/company/aboutus.php)

### WHAT IS 360 DEGREE FEEDBACK?

360 degree feedback is sometimes referred to as multi-rater appraisal, multi-source feedback or 360 degree profiling. It basically is a confidential process where a participant receives anonymous skill evaluations from a circle of stakeholders (peers, direct reports, a supervisor, etc.). The results help determine the participant's priorities for development.



Everyone that has a stake in the participants' performance provides feedback.

### WHAT ARE THE BENEFITS OF 360 DEGREE FEEDBACK?

**Broader Scope of Feedback:** Feedback is received from all key stakeholders, not just a supervisor, providing a well-rounded view of how others perceive a participant's efforts.

**Fair Feedback:** The 360 process is conducted in a confidential setting so raters can provide accurate and honest feedback. If there are only a few rater surveys, the results are combined in order to obscure rater identity.

**Self-Awareness:** 360 feedback results are presented in a complete report that highlights the strengths and weaknesses of a participant's skills in a given set of competencies. The results give the participant a clear and accurate picture of their performance that could not be seen otherwise.

**Self-Development:** Getting a clear picture of performance helps identify weaknesses that need to be improved as well as strengths that can be leveraged. Knowing the skills that need improvement is the first step toward creating a plan of development for the short and long term.

**Reduces Turnover & Cost:** 360 feedback facilitates an environment that encourages self-development, which leads to job satisfaction. This minimizes turnover and the costs associated with replacing employees.

Employee turnover cost can equal up to 150% of the employees annual compensation figure, with a significantly higher cost (200%-250% of annual compensation) for managerial, mid-level, or sales positions. For example, an employee's turnover cost (at 150%) when the employee's salary equaled \$60,000 per year would cost the company \$90,000. Using the average annual rate of turnover, which equals 10%, we can conclude that an average mid-sized company of 1,000 employees will spend \$9 million on employee turnover costs!

### WHY IS THE BOOTH COMPANY UNIQUE?

**Experience:** We have been providing 360 degree feedback surveys and development programs for nearly 40 years and are trusted by many of the world's leading companies. Our history with 360 feedback has taught us what does and does not work in a 360 development program.

Dr. Frank Shipper, a Professor of Management at Salisbury University's Perdue School of Business, stated it this way: "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."

View Some Of Our Clients Here:  
[www.boothco.com/company/clients.php](http://www.boothco.com/company/clients.php)



tbc

**Task Cycle® Surveys:** Task Cycle® theory is the architecture for all of our 360 surveys. This theory is a validated model of successful management and leadership practices. Developed by Dr. Clark L. Wilson, who is widely regarded as the father of scientific multi-rater assessment, Task Cycle® Theory is firmly based on established theories of learning, cognition, and motivation. Because the model validates what is most important in organizational roles, participants can prioritize their development plans with confidence.



Task Cycle® is a registered trademark of the Clark Wilson Group.

Participants can also be confident that the results are accurate and reliable because the surveys have been proven to be psychometrically sound through years of validation by third party researchers.

**Development Focused:** Development is often the primary reason for 360 feedback. To be effective, a plan for development needs to be personalized and formed around a participant’s current business objectives and personal career goals. That’s why every participant begins the feedback process by summarizing his or her professional strengths, goals, and current challenges. This provides the foundation from which participants can evaluate their scores, and it also helps them choose among our extensive performance improvement strategies, such as feedback workshops, professional coaching, and best practice examples for each skill area.

**Norms:** We provide a unique international database, accumulated since 1972, which includes over 200 million question scores. 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.

Custom norms specific to a client’s organization, or a custom survey, can be created over time.

**Role-Specific:** We recognize that “one size does not fit all” and that’s why we have 13 unique surveys. Each survey asks role-specific questions that correlate with the competencies of the most common and important roles in an organization. Our 13 role-specific surveys fall into 5 categories:

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

View Our Surveys Here: [www.boothco.com/brochure](http://www.boothco.com/brochure)

Take a Survey Demo Here: [www.boothco.com/portaldemo](http://www.boothco.com/portaldemo)

**Customization:** If the surveys we offer do not meet your company’s specific requirements, we can easily adapt our instruments to meet your organization’s unique needs. If you wish to modify an existing Clark Wilson Task Cycle® survey, our development team will work with you to map our surveys to your competencies, ensuring alignment to internal language and culture. We strive to create custom surveys that meet your expectations while preserving the reliability of the competencies.

**Foreign Languages:** For companies that span the globe, our database has double-byte technology, allowing surveys to be translated into any language. Currently, we have our top-selling surveys translated into several languages, such as: Mandarin Chinese, Japanese, Korean, Tagalog, Bahasa Malaysia, Spanish, French, Hebrew, Arabic, and Russian.

**HOW IT’S DONE**

We know that the process used for 360 feedback is as important to acquiring quality feedback as the surveys themselves. That’s why we use a process that has been developed for nearly 40 years, and according to customer feedback has proven to be a sound administrative model. The first step in the process is:

**1. Clarifying Needs and Objectives**

Selecting the right survey is critical to the success of 360 degree feedback. We’ll help you select or customize one of our 13 role-specific surveys, ensuring that you have the right tools to develop the leadership talent necessary to meet your organization’s goals and challenges.



Screens from the TruScore® Participant Portal

- Full color format that codes rater levels by color for easier scanning and interpretation.
- Data presented in various ways to accommodate multiple learning styles.
- Data organized by the Task Cycle®, helping the participant focus and direct development activity.
- Data from the previous time through, if available, shown throughout the report, providing a benchmark for improvement.
- Development planning (Action Plan) form used to write a development plan on the identified areas that need improvement.

Once the report is generated, the participant receives the report on the TruScore® Participant Portal, via email, or in the mail. First-time participants typically receive their report in a coaching session.

Download a Sample Report Here:  
<http://www.boothco.com/solutions/individualreports.php>

### 2. Accessing The TruScore® Participant Portal

Participants begin the feedback process by receiving an email from The Booth Company containing instructions and a temporary password for accessing the TruScore®. From the TruScore® Participant Portal, participants invite their raters, complete a self-survey, and monitor the status of their project. Participants can also follow-up with raters by sending email reminders, to ensure all online surveys are completed by the deadline date.

### 4. Interpreting and Acting On the Results

Proper interpretation of feedback results is the first step to acting on them and that is why we strongly encourage first time participants to attend a facilitated training session or one-on-one coaching, either in person or virtually. If a self guided approach is preferred, we also offer an online Report Interpretation Tutorial that walks participants through our standard report template at their own pace and convenience.



Pages from a Feedback Report



Screens from the Report Interpretation Tutorial

### 3. Receiving The Results

Once the participant meets the required number of rater surveys by the deadline date, a feedback report is produced. Our feedback reports are generated in PDF or printed format, depending on the client's needs. They all come standard with the following features:

View a Tutorial Demo Here:  
<http://www.boothco.com/solutions/development.php>



No matter which type of setting is selected, interpretation guidance can increase the success of 360 feedback by teaching participants how to interpret the results and tie them back to career and performance goals through development planning.

A development plan can be written using the provided template in the participant's report or through the TruTrack® Interactive Development Planning step provided within the participant portal. TruTrack® allows the participant to create a development plan that can be saved and updated at any time. Goals and actions can be entered, reminders can be scheduled using outlook, and the plan can be sent by email to a coach, supervisor or any other stakeholder. It is encouraged that the participants share the plan with their team and supervisor, keeping them informed of their personal development progress.

To paraphrase Dr. Clark Wilson, “with goals you can plan; with plans you can control; with control you can manage and succeed.”



Screens from TruTrack®  
Interactive Development  
Planning

## 5. Measuring Progress

In order to track development progress we encourage participants to re-evaluate their skills after a 12-18 month period.

We pioneered the “pre-post” concept of feedback in the early 1970's and observed measurable improvement among participants who had completed their development plans and re-assessed annually. Tracking one's progress over time has long been considered a “best practice” common to high-performing leaders.

Finally, comparing results over time can only be utilized and acted on if the instrumentation is sound and accurate. Our 360 surveys have:

- Expert authorship with factor analyzed competencies ensuring measurement acuity.
- Role-specific dimensions and questions.
- Research indicating which competencies drive success in each role.
- Concurrent validity through third party research.
- A reliable and valid theory of leadership development called the Task Cycle®.
- Support material and resources such as developmental workshops, tools, and coaching to help maximize ROI.

## HOW CAN WE HELP YOU?

Whether your organization is re-thinking its 360 program or just beginning to evaluate 360 vendors, we are here to help. We provide free initial consultations and demonstrations.

## NEED MORE INFORMATION?

If you need more information on our products and services please contact us at:

The Booth Company  
4900 Nautilus Ct. North, Suite 220  
Boulder, CO 80301

800-332-6684  
303-581-1408  
info@boothco.com

You can also visit us on the web at: [www.boothco.com](http://www.boothco.com)