



# DON'T FEAR THE 360



## WHY A 360?

Your colleagues are **twice as effective** at identifying your strengths and areas where you can improve.



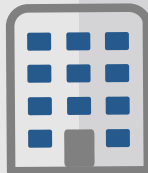
## WHO USES A 360?

Multi-rater feedback provides hard data on how leaders are perceived—which is why more than **85% of Fortune 500 companies** use them as a central part of their leadership development process.



## WHAT ABOUT THE RESEARCH?

Our research utilizes data from over **1 million evaluations on over 85,000 global leaders.**



## BUSINESS RESULTS?

Leadership behavior has a direct impact on behaviors such as employee engagement and commitment—**better leaders equal better results.**



## WHERE'S THE EVIDENCE?

Better leadership generates better business outcomes, higher revenue and profitability. **The best leaders impact sales, increasing revenue by up to 10x.**



## THE SOLUTION

Zenger Folkman can help your organization create and implement the ideal 360 instrument for your needs. *The Extraordinary Leader 360-degree Assessment™* development process uses a **strengths-based approach to develop leaders who produce extraordinary results.**

## HOW TO SELECT A 360 THAT WORKS FOR YOU

Let Zenger Folkman find the ideal solution to help your organization develop extraordinary leaders—and **embrace the 360.**

[LEARN MORE](#)



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