

## DON'T FEAR THE 360

### WHY A 360?

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

# WHO USES A 360P

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 **125,000 global leaders.** 



#### BUSINESS Results?

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



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

#### THE SOLUTION

Zenger Folkman can help your organization create and implement the ideal 360 intstrument for your needs. *The Extraordinary Leader 360-degree Assessment*<sup>™</sup> 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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