



From Insight to Improvement: Leveraging 360-Degree Feedback

Kenneth Nowack

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Most organizations today use 360-degree feedback for a variety of purposes including employee development, coaching and performance management. Despite its popularity, few organizations do much beyond the “diagnose and adios” approach ensuring that their use results in little or no impact or actual behavior change. It is widely accepted that 360-degree feedback interventions, when done well, can be essential to help employees illuminate their strengths and potential development areas. However, insight and motivation alone aren't enough to ensure successful behavior change and performance in employees. Kenneth Nowack, Ph.D. is widely regarded as one of the leading experts in the field of 360-degree feedback has written "From Insight to Improvement: Leveraging 360-Degree Feedback" as a practical guide for human resources practitioners and consultants. The book provides a comprehensive overview of the research literature on 360-degree feedback and introduces a powerful coaching model for individual change. "From Insight to Improvement" provides human resource practitioners with "best practices" answers to 63 questions including: 1) Purpose and Goals; 2) Design of 360-degree Feedback Assessments and Competencies; 3) The Process, Administration and Coaching; and 4) Translating Understanding/Acceptance into Successful Behavior Change.

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