

Brand 360 Survey:

Excerpts from the Results Report

After completing the *Brand 360 Survey*, participants receive rich quantitative and qualitative career feedback from their selected respondents. The comprehensive version of the report includes:









1. A valuable "business reputation snapshot" defining the characteristics that respondents tend to associate with the participants
2. Specific rankings from respondents on 9 key brand attributes of the participants
3. Verbatim comments from respondents (still anonymous) to probing questions about the participants' unique value propositions
4. Targeted development suggestions for closing gaps in each of the key brand attribute areas, allowing participants to customize their action plans

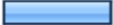










This sample contains **excerpts only** from the first three sections of a typical report.

Brand 360 Survey

EXCERPTS ONLY (31 of 71 total categories shown here)

1. Please select six (6) Brand Attributes from this section that best describe the person requesting this survey.

		Response Percent	Response Count
Action-Oriented		18.2%	2
Adaptable		0.0%	0
Assertive		0.0%	0
Authoritative		9.1%	1
Big (Personality)		0.0%	0
Calm		9.1%	1
Carefree		0.0%	0
Caring		9.1%	1
Casual		0.0%	0
Comfortable		9.1%	1
Commanding		9.1%	1
Communicative		18.2%	2
Competitive		0.0%	0
Conceptual		9.1%	1

Connected		9.1%	1
Conservative		27.3%	3
Convincing		0.0%	0
Creative		0.0%	0
Credible		36.4%	4
Decisive		9.1%	1
Dependable		36.4%	4
Diplomatic		9.1%	1
Dramatic		0.0%	0
Driven		18.2%	2
Dynamic		0.0%	0
Empathetic		0.0%	0
Energetic		36.4%	4
Engaging		9.1%	1
Ethical		36.4%	4
Executive		9.1%	1
Extroverted		0.0%	0

2. Please rate the person requesting feedback by selecting a number in each category

EXCERPTS ONLY

	Low			Medium				High			Rating Average	Response Count
	1	2	3	4	5	6	7	8	9	10		
1. Self-Awareness <i>(aware of own strengths/ weaknesses, temperament, belief systems and how those impact decisions and behaviors)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	18.2% (2)	27.3% (3)	27.3% (3)	27.3% (3)	8.64	11
2. Decision Making Skills <i>(ability to solve problems and think independently)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	0.0% (0)	27.3% (3)	18.2% (2)	45.5% (5)	8.82	11
3. Collaboration <i>(ability to work successfully as part of a team, proactively uses collaborative strategies that help move ideas forward)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (1)	36.4% (4)	27.3% (3)	27.3% (3)	8.73	11
4. Adaptability <i>(flexibility/agility, willingness to change course or bounce back quickly despite obstacles and setbacks)</i>	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	0.0% (0)	9.1% (1)	9.1% (1)	45.5% (5)	18.2% (2)	9.1% (1)	7.64	11
5. Attention to Dress & Grooming	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	30.0% (3)	60.0% (6)	9.20	10
6. Perspective Taking <i>(ability to recognize, understand and respect others' perspectives)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	9.1% (1)	9.1% (1)	36.4% (4)	36.4% (4)	8.73	11
7. Mood & Demeanor <i>(energy level, engagement, passion and persistence)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	0.0% (0)	9.1% (1)	36.4% (4)	45.5% (5)	9.00	11
8. Interpersonal Skills <i>(ability to listen effectively, build rapport, communicate with diplomacy and tact, and engage with patience and positive intent)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	18.2% (2)	45.5% (5)	27.3% (3)	8.82	11
9. Stress Management <i>(ability to maintain composure despite adversity, keeps emotions in check)</i>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	0.0% (0)	27.3% (3)	18.2% (2)	45.5% (5)	8.82	11

Q1. Organizational Challenges: Of the problems or “pain points” faced by this person’s organization or clients, which ones does he/she typically solve? (Examples: Reframing complex data into simple and useable formats; transforming low-performing teams into more productive groups; igniting change in a stagnant organization)

EXCERPTS ONLY

- 1 Takes complex financial issues for clients and makes them easy to understand. Also, shows people how things will effect them financially.
- 2 He is the type of person that does not rest until he has resolved all the problems or pain points faced by his clients.
- 3 He is strong in putting complex issues in ways that people can follow them all the while instilling confidence in them that he knows what is best for them and their finances. He has the ability to build trust and to guide people through trying economic times and is able to adjust investments to ensure customer's security and future.
- 4 He will re-assign projects in order for each person to be successful at their job and to maximize the quality and quantity of clients being served. He will also re-organize information or directions so that the project is more readily understandable and able to be completed in a timely manner.
- 5 He is very proactive in communicating with clients in addressing their concerns; often before the client has even had an opportunity to 'simmer' on an issue much less reach the 'boiling point' of concern. Very reassuring to clients in making them feel he is on top of their unique and personal situation.

Q2. What qualities or characteristics differentiate this person in a positive way from his/her counterparts? What is this person's unique selling proposition? (Examples: Speaks five languages; can quickly assess the situation and determine the problem; has a calming influence in high-stress situations)

EXCERPTS ONLY

- 1 Caring about his clients and a strong determination to do the right thing
- 2 He is very calming in high-stress situations mostly because he is extremely prepared and well versed in all that he does. You can count on him to be ready for just about everything and to do so with a positive "can-do" attitude.
- 3 He is extremely good at staying calm during high-stress situations, calming other individuals, and trying to determine how to solve whatever problem or issue has arisen. He is very good at identifying problems quickly and informing those that need to know of the problem as soon as possible. He is good at communicating to employees and clients and will also take the time to be certain he has successfully communicated his point.
- 4 He oozes confidence without being arrogant which is important when dealing with people who typically have much bigger egos. More importantly he conveys a high level of expertise in his understanding of his industry, products and offerings and the current events and trends which have potential for immediate and/or long-term impact on a client's portfolio.

Q3. What tactical tips (preferably 2-3) would you recommend to improve the effectiveness of the person requesting your feedback?

EXCERPTS ONLY

- 1 Slow down and enjoy a cigar once in a while.
- 2 Stay prepared. Become a bit more flexible and remember there are things out there that are outside your realm of control.
- 3 I have none. He is professional, has appropriate attire, is a great communicator, speaks well, and maintains order/stays calm during situations.
- 4 1) Lighten up; 2) Loosen up; 3) Get even more involved in civic activities.

Sara Canaday

Leadership • Presence • Results

Brand 360 Survey:

Development Suggestions

The comprehensive results report includes 9 pages of development suggestions that participants can use to make targeted improvements in the key brand attribute areas.

After reviewing the feedback from colleagues and evaluating these measured perceptions, they can identify categories with the greatest opportunities for growth. This development guide then provides a valuable blueprint for a personalized action plan, helping participants leverage this new insight for more powerful performance, collaboration and leadership.

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