Sara Canaday

Leadership • Presence • Results

Leadership Brand 360 Survey:

Excerpts from the Results Report

After completing the *Leadership 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

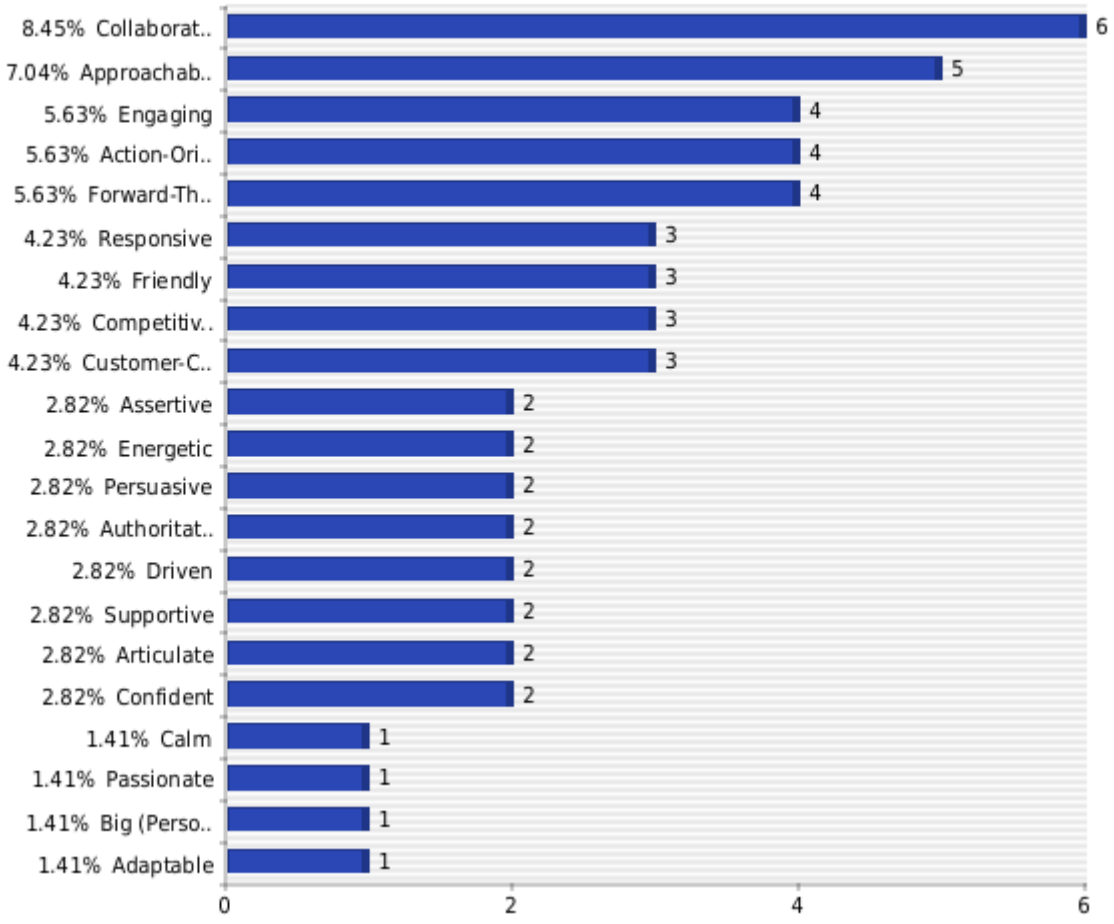
   This sample contains **excerpts only** from the first three sections of a typical report.

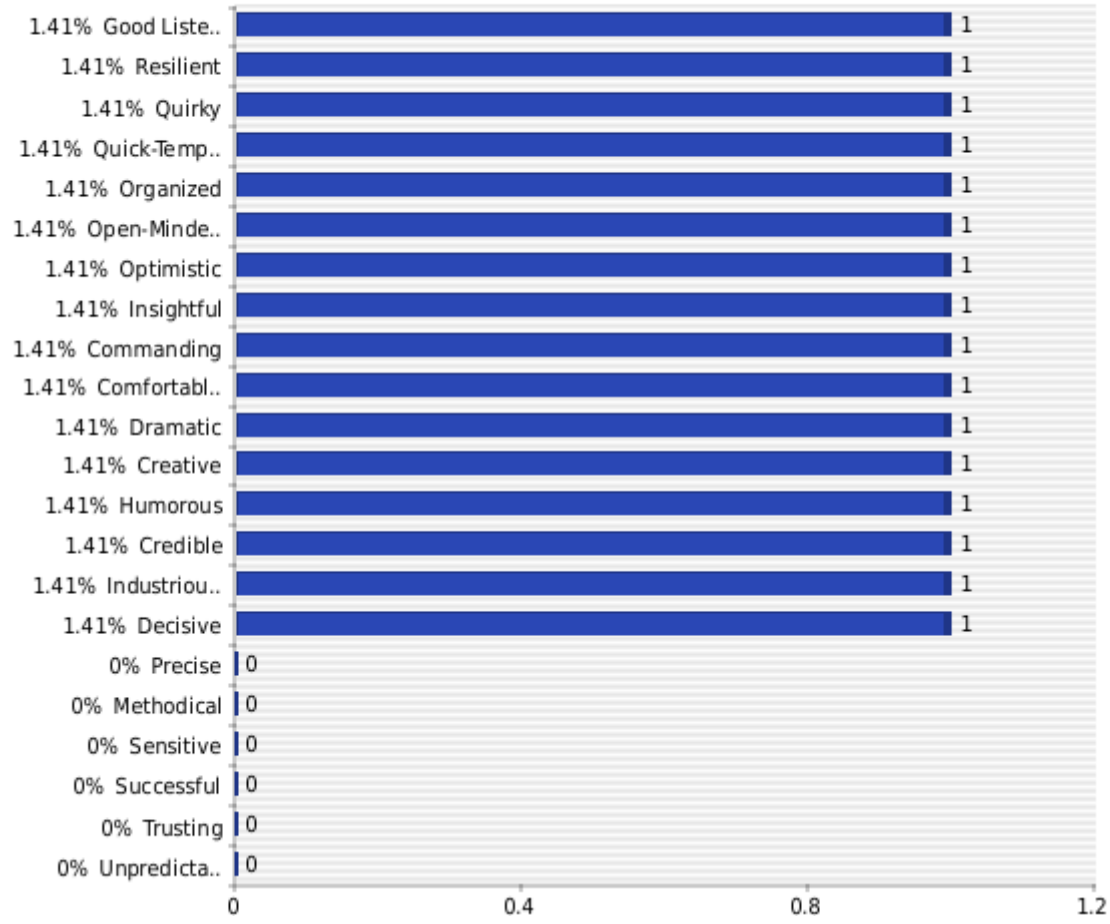
Leadership Brand 360 Survey

Dear Participant

Thank you for concluding your Leadership Brand 360 Survey. Your results are included in the following report.

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




1.41% Good Liste..
1.41% Resilient
1.41% Quirky
1.41% Quick-Temp..
1.41% Organized
1.41% Open-Minde..
1.41% Optimistic
1.41% Insightful
1.41% Commanding
1.41% Comfortabl..
1.41% Dramatic
1.41% Creative
1.41% Humorous
1.41% Credible
1.41% Industriou..
1.41% Decisive
0% Precise
0% Methodical
0% Sensitive
0% Successful
0% Trusting
0% Unpredicta..
1
0
0
0.4
0.8
1.2

0% Visionary
0% Strategic ..
0% Spontaneou..
0% Relatable
0% Risk-Takin..
0% Leader-Lik..
0% Sophistica..
0% Predictabl..
0% Global
0% Dependable
0% Curious
0% Diplomatic
0% Dynamic
0% Empathetic
0% Convincing
0% Conservati..
0% Caring
0% Casual
0% Conceptual
0% Connected
0% Enterprisi..
0% Ethical
0
0

Response Count : 71

Please rate the person requesting feedback by selecting a number in each category with 1 being lowest and 10 being the highest.

Self-Awareness (aware of own strengths, weaknesses, temperament, belief systems and how those impact decisions and behaviors; acts with humility)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	8.33% (1)	0% (0)	0% (0)	8.33% (1)	33.33% (4)	25% (3)	25% (3)

Response Count : 12 | Average Score : 8.33

Decision-Making Skills (ability to solve problems and think independently, yet respecting the value of seeking others ideas and input)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	0% (0)	8.33% (1)	16.67% (2)	8.33% (1)	25% (3)	16.67% (2)	25% (3)

Response Count : 12 | Average Score : 8

Stress Management ((ability to maintain composure despite adversity; keeps emotions in check)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	0% (0)	8.33% (1)	0% (0)	0% (0)	16.67% (2)	50% (6)	25% (3)

Response Count : 12 | Average Score : 8.75

Adaptability (flexibility and resilience; willingness to changerncourse or bounce back from setbacks despite obstacles and challenges)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	0% (0)	8.33% (1)	0% (0)	16.67% (2)	25% (3)	25% (3)	25% (3)

Response Count : 12 | Average Score : 8.33

Strategic Focus (works to anticipate the impact of current actions and future trends; focuses on both short- and long term objectives; integrates multiple perspectives and data to provide a strategic solution)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	8.33% (1)	0% (0)	8.33% (1)	8.33% (1)	16.67% (2)	16.67% (2)	41.67% (5)

Response Count : 12 | Average Score : 8.42

Talent Developer (provides feedback focused on developing others, helps people learn by asking challenging questions and offering relevant resources)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	0% (0)	8.33% (1)	16.67% (2)	16.67% (2)	16.67% (2)	16.67% (2)	25% (3)

Response Count : 12 | Average Score : 7.92

Interpersonal Skills (ability to listen effectively, communicate with diplomacy and tact, and engage with patience and positive intent)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	0% (0)	8.33% (1)	0% (0)	8.33% (1)	25% (3)	25% (3)	33.33% (4)

Response Count : 12 | Average Score : 8.58

Perspective Taking (recognizes how their own perspectives shape thinking and preferences; intentionally seeks others perspectives for richer and more productive results)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	8.33% (1)	0% (0)	0% (0)	8.33% (1)	25% (3)	25% (3)	33.33% (4)

Response Count : 12 | Average Score : 8.5

Collaboration (ability to work well as part of a team, uses collaborative strategies that help move conversations and ideas forward; negotiates for the best interest of all involved)

1	2	3	4	5	6	7	8	9	10
0% (0)	0% (0)	0% (0)	0% (0)	8.33% (1)	8.33% (1)	0% (0)	16.67% (2)	33.33% (4)	33.33% (4)

Response Count : 12 | Average Score : 8.58

Organizational Challenges:

1. Of the problems or "pain points" faced by this leader, which ones are they most gifted at solving? (Examples: Reframing complex data into simple and useable formats; transforming low-performing teams into more productive groups; igniting change)

Organizing cross functional teams to tackle an issue

Putting forward solutions that are innovative and have a high probability of being successful as they are based on sound experiences

Reframing complex data into simple and useable formats. I know it is a cut an paste from the question, but it is quite true for Carlos. From an outsider's perspective, he handles managing a team of veteran people very well.

Strongly and consistently promotes and supports efforts to remove barriers to achieving improved results, including the elimination of non-value-added work, serving as a role model and example to others

Response Count : 4

2. What tactical tips would you recommend to improve the effectiveness of the person requesting your feedback?

Focus on the the select few challenges vs. the many task orientated challenges. Provide a clear vision, strategy and plan for the select few. The organization will always demand more that your team can deliver (which is a good thing) BUT the select few challenges are the ones that must be successful in order to make the team stand out.

Manage meeting time and conversation length.

Thinking out of box, don't stick on the existing process/guidance.

Listen to the needs of the customer. Look at new ways of improving the data.

Effectively facilitates open discussions on issues and sets clear ground rules and allows enough time for all to weigh in to ensure everyone’s viewpoint is heard and understood

Understanding what management peers are driving for cross team efforts. This would help to drive the message to the team on changes being made across the quality organization.

Response Count : 6

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Leadership 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.