



360 DEGREE FEEDBACK METHOD

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WHY THIS METHOD?

■ Three biggest problems with old methods

- 1) Biasness
- 2) lack of transparency
- 3) Favouritism



WHAT IS 360 DEGREE FEEDBACK METHOD?

- It is a appraisal process in which an employee or manager is rated by everyone above, alongside, and below him.
- You receive an analysis of how you perceive yourself and how others perceive you.
- The feedback is taken from supervisors, peer group. Subordinates. Or even customers.
- This helps organization to design promotion and reward system.

HOW IT IS DONE?

- Structured Surveys is designed and used for this purpose.
- This Survey is designed to collect response for an employee from his superiors, subordinates, customers and peer groups.
- This survey consist various questions related to performance indicators and behaviour.
- Each employees is rated by 15 people that includes 2 boss, 4 peer group, 6 subordinates and 3 customers.
- After collecting response, the findings is shared with the employee in the form of charts, comments and interpretations,

MERITS OF 360 DEGREE FEEDBACK SYSTEM

- It helps a lot in self awareness as you receive feedback from every person around you.
- It reduces the biasness and so many people can't go wrong.
- Inflexible people are bound to make changes in their behaviour which are perceived negative by other people.
- It increases the communication between the managers and the employee.
- Even organisation can make merit based promotion based on the ratings.

DEMERITS OF 360 DEGREE FEEDBACK

- It is a time taking process.
- It may include a large cost in an organisation with large number of employees.
- The employee may feel humiliated while sharing feedback.
- The employee may not agree with the feedback.
- It ignores the performance measurement in terms of goals.

GUIDELINES FOR IMPLEMENTING 360 DEGREE FEEDBACK

- Involve people and make sure that a single person can't affect the whole process.
- Ensure that the relevant data is collected.
- Training of the raters is very important.
- Ask raters to explain their extreme ratings.
- Move Slow and Start Small.
- Create a culture where feedback is shared with no hesitation.



THANKS

