



## Leadership360<sup>sm</sup>

### INDIVIDUAL ASSESSMENT

Never has so much been asked of leaders.

Leaders with effective skills represent a significant driver of employee engagement.

Engaged employees are passionate, energetic and driven employees who will deliver better service to the customer and, therefore, better results to the company's bottom line.

#### TRACOM Does It Best:

*The Leadership360 has proven itself with outstanding reviews from participants and making a real impact in organizations. Human Resources professionals have found the assessment easy to administer and use. As one person stated, "Although I have used 360's before, this is the first time that I have suggested and implemented it at a company. The process was easy, efficient and effective, and it is making a difference with our leaders."*

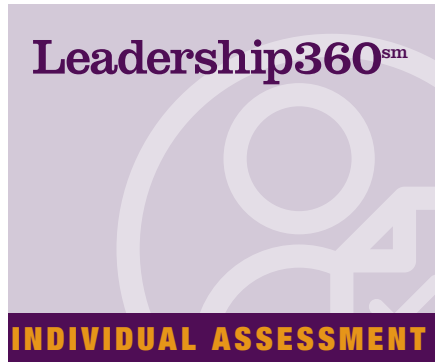
Leadership360<sup>sm</sup> is a model for leadership effectiveness, using six dimensions of behavior for improving leadership impact.

Although the conditions for effective leadership are fairly easily understood, being able to implement these competencies is extremely difficult and no individual is outstanding in all six dimensions.

The key for leadership effectiveness is to accurately assess strengths and weaknesses, and then continue to employ the strengths, further develop weaknesses, and value complementary strengths in others. Seriously evaluating the input of others ensures a more balanced approach to leadership. By developing and balancing these leadership competencies, individuals can create an environment where leading others is personally gratifying, and the team is more effective, productive, and satisfied with the leadership.

#### Benefits of the Leadership360:

- Leaders receive targeted information on their leadership strengths and improvement areas, using a simple, yet powerful model for leadership effectiveness
- The Leadership360 assessment is administered effortlessly online with rater selection, correspondence and tracking rater completion
- Easy-to-understand reports are delivered in PDF format allowing participants to quickly ascertain strengths and improvement areas
- An action planning guide allows participants to turn insights into action, ensuring maximum value for the organization and the individual



**Audience**

People Managers and Leaders

**Process**

Planning

Rater Selection

Survey Administration

Reporting

Analysis & Action Planning

**Items & Scale**

43 items using a 5-point scale

**Potential Raters**

Self, Manager, Peers, Direct/  
Functional Reports , Reports of a  
Direct Report, Others

## Leadership360<sup>sm</sup>

The TRACOM Leadership360 captures the key personal characteristics of the most successful and effective leaders in today's organizations. Dimensions:

### Self Balance

At the core of Leadership360 is Self Balance. Self Balance is key for effective leadership of others because it is based on a realistic self-assessment of one's strengths and weaknesses. Intimate self-knowledge, recognition, and acceptance of what one does well and what one has difficulty doing is essential. Good Self Balance is the basis of self respect and respect for others.

### Envisioning

Envisioning is the ability of a leader to see opportunities and possibilities of what can be. Envisioning Leaders are undaunted by difficulties because they believe that pursuing the vision is essential for the organization's future growth and success. This commitment to achieving the vision results in perseverance in the face of obstacles and a tenacity to "stay the course" and figure out how to overcome inevitable obstacles.

### Enrolling

Enrolling is the leader's ability to get others to personally commit to the vision. The Enrolling Leader needs others to believe in the vision as much as the leader does. The essence of leadership is to get others to want to follow and be involved in working towards achieving the vision.

### Engaging

Once the leader has successfully enrolled the team, he or she must fully engage each member by interacting with each one on a personal level. The leader must assess each member's competencies and needs and, together with the member, negotiate their roles and responsibilities.

### Encouraging

Encouraging Leaders create an environment where each member of the team grows and develops at his or her own rate. The leader recognizes individual differences among her/his team and creates conditions where each person has the opportunity to excel.

### Empowering

Empowering Leaders provide the resources that an individual needs in order to do what is expected of him or her. An Empowering Leader ensures that each person has the necessary authority, staff, tools, information, work context, money, political support, etc. that is needed to deliver the desired work results.



**For More Information:**

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**Solving Business Challenges Through:**

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