



## The Coaching Approach to 360° Feedback

Corporate coaches, consultants, and their clients know that strong self-awareness and a thorough understanding of how others perceive our skills and behavior are critical factors for success.

We have developed a superior process for collecting feedback from key people in a client's circle of colleagues and reporting it back in a way that is meaningful, measurable, and immediately actionable.

Our **360° Career Accelerator™** is fast, flexible, and extremely effective. Questions are linked to well-defined competencies and phrased to elicit candor.

### THE COACHING ADVANTAGE

Our **360° Career Accelerator™** is built on a **coaching partnership** that serves both our primary client (the individual receiving the feedback) and the supporting client (the organization).

We provide coaching every step of the way – planning the process and choosing feedback providers, interpreting the feedback, developing the action plan, guiding its execution, circling back with feedback providers, and following up to evaluate progress.

**Planning** – Our **coaching approach** allows us to gain a clear understanding of the client's self-perceptions, his/her expectations and goals for the 360°, and his/her short-term and long-term career goals. We guide the client in carefully choosing the most appropriate individuals to provide valuable feedback and ongoing support.

**Personal interviews** – In addition to written surveys, we conduct individual interviews with each feedback provider to clarify the written feedback and to elicit specific examples of behavior and results. Feedback providers respond well to our **coaching approach** interviews with very thoughtful and candid responses. Our two-step process is far more effective than asking people to respond independently (and often too quickly) to a written questionnaire alone.

**Advocacy building** – Our process builds advocacy. During the personal interviews, we directly ask feedback providers to support the client's ongoing development and success. We then identify ways stakeholders can stay invested and connected for the long term.

### THE COLLABORATIVE INTERPRETATION ADVANTAGE

**Reporting and debriefing** – We don't wait until the end of the process to share feedback. We debrief as we go, protecting the anonymity of the feedback providers while sharing information that the client can act on immediately to enhance strengths and behaviors.

Our reports include specific examples of behavior and sufficient interpretation to define goals. Our **coaching approach** to debriefing helps the client deepen awareness, develop insight, identify strategies, and fully commit to a robust action plan with clear targets and measures of success.

### THE ONGOING SUPPORT ADVANTAGE

**Follow-up** – Our 360° process is ongoing, continuing well beyond the action plan. We coach the client as he/she circles back with the feedback providers to share the action plan and strengthen their support.

We stay involved to guide the client in executing the plan. After there has been enough time to see some results, we partner with our client to update the feedback, to acknowledge the success, and to incorporate any new suggestions into the development plan.

### THE CHOICE ADVANTAGE

**Two flexible, customized versions** – Clients can choose from (1) our comprehensive two-part process that includes a competencies-based fill-in questionnaire and interviews with each feedback provider or (2) our streamlined interviews-only version. We'll help you make the choice depending on the amount of feedback you need, the sense of urgency for collecting the information, and the budget.

Our **coaching approach**, collaborative interpretation, and follow-up are included no matter which version of the **360° Career Accelerator™** you choose.

### HOW TO GET STARTED

Whether you're a leader within an organization, a consultant, or a business coach, we can help you reach your goals in one of two ways:

1. Let us manage the **360° Career Accelerator™** process for you from start to finish, keeping you informed of each step as we go
2. Let us train you to conduct the **360° Career Accelerator™** yourself. We will train you on each step of the process, share our templates for communications, provide survey questionnaires and interview guides, and teach you to prepare excellent final reports. We will be on call to help you through the entire process as needed.

### ACCELERATE TODAY!

Let us conduct a **confidential evaluation of your needs**. We will customize a plan that addresses your unique situation and helps you create measurable, sustainable, outstanding results.

Catherine O'Donnell and Associates, LLC  
Business Coaching and Consulting

[www.catherineodonnellandassociates.com](http://www.catherineodonnellandassociates.com)  
[catherine@catherineodonnellandassociates.com](mailto:catherine@catherineodonnellandassociates.com)

Cell: (856) 296-5758    New Jersey Office: (609) 368-3620    Florida Office: (772) 978-0641