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## O D Innovations

Developing People  
Developing Organisations

in association with

Ashridge Business School  
Psychometric Services

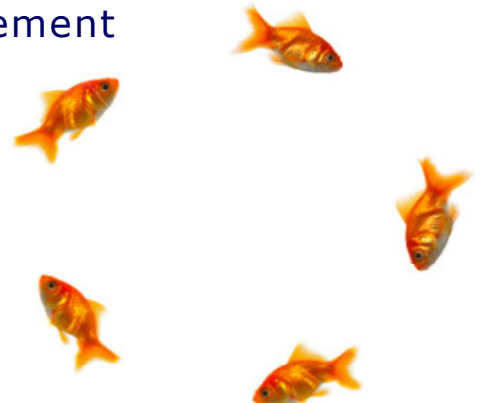


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# 180° and 360° Assessment and Feedback Services

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- Enhance management and leadership effectiveness
- Develop management and leadership potential
- Retain talent
- Improve individual and organisational performance
- Build capability
- Promote continuous improvement



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# O D Innovations in association with Ashridge Business School Psychometric Services

O D Innovations has formed an association with Ashridge Business School Psychometric Services in order to provide a fully managed 180° and 360° on-line assessment, personalised report and professional face to face feedback service.

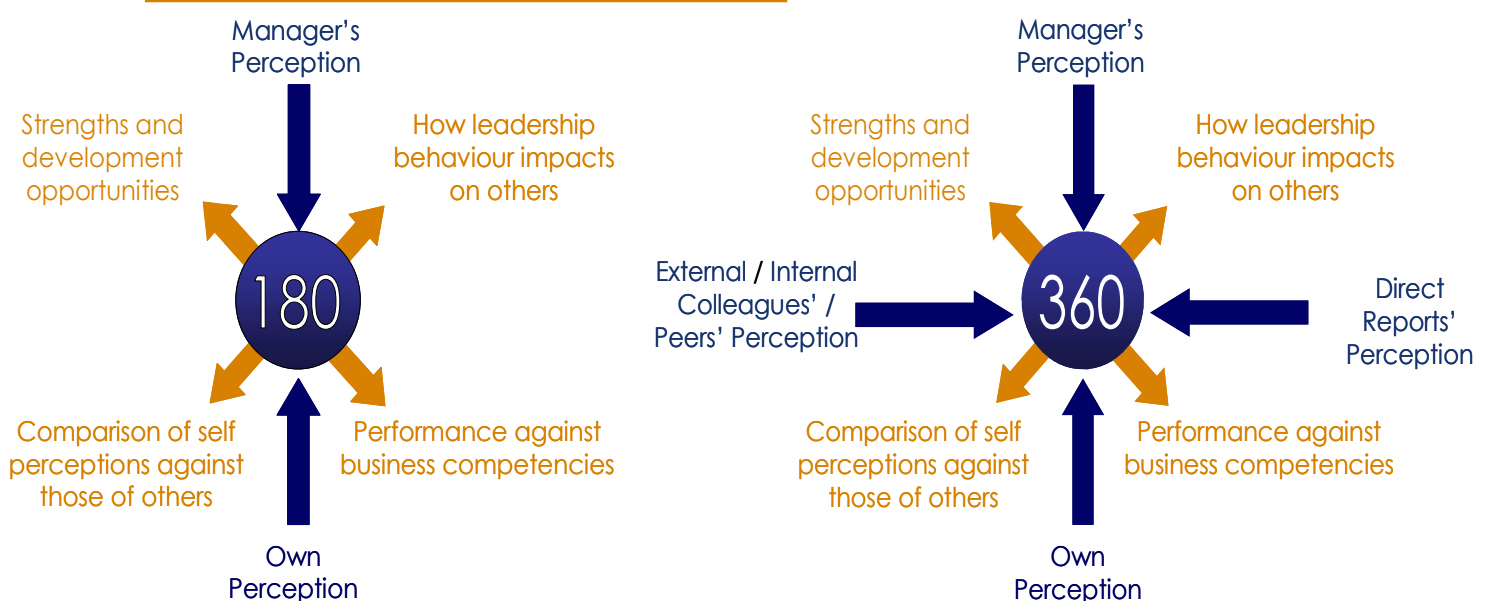
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## The Ashridge Inventory of Management Skills

The Ashridge Inventory of Management Skills (AIMS) is an established and proven development tool that provides people with an opportunity to see themselves through the eyes of others - those they report to, those they lead, those they work with.

- AIMS is a database of validated managerial competences and behaviours that are developed into either a 180° or 360° questionnaire that enables participants to determine their strengths and weaknesses and to focus on their development
- AIMS is fully administered by O D Innovations and Ashridge Psychometric Services and completed by all contributors on-line, minimising the administrative commitment on the participant and your organisation
- AIMS participants are provided with a comprehensive written report, supported by personal, face to face feedback from a professional, trained consultant. This ensures that the participant and your organisation get the most out of the development initiative



Visit [www.odinnovations.org.uk](http://www.odinnovations.org.uk) for more information.  
Contact us on 07948148424 or e-mail us at [mail@odinnovations.org.uk](mailto:mail@odinnovations.org.uk)

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## 180° and 360° Assessment Frequently Asked Questions

### What are the benefits of using 180° and 360° assessment and feedback?

- Participants gain greater self awareness, “see themselves as others see them”, a great basis for development and improvement
- Improved individual performance results in improved organisational performance
- Development is focused accurately
- Aggregate data provides an insight into organisational patterns, strengths and development needs, enabling focused planning
- Feedback is a powerful motivating factor

### Who completes the questionnaire?

In a 180° assessment it is:

- The individual
- Their line manager

In a 360° assessment it is:

- The individual
- Their line manager
- Their direct line reports and/or subordinates (a minimum of two)
- Peers/colleagues/internal/external customers (a minimum of two) to a **maximum** of 18 respondents

### How is the process administered?

All AIMS administration is undertaken by O D Innovations and Ashridge who:

- Provide participants and respondents with a weblink, a username and password
- Send out participant and respondent on-line questionnaires
- Chase up outstanding respondents’ responses
- Computer analyse responses
- Prepare, print and bind the participant reports

### How confidential is the process?

Completely confidential:

- Responses are reported anonymously
- All responses received are dealt with in accordance with the Data Protection Act (1988 and subsequent revisions)
- Feedback to the participant is confidential, personal and face to face, provided by a professional, trained consultant
- Personal reports are only given to the participant; organisations can request and receive an aggregate report



You'll never know how  
**high** you can  
**soar**, unless you  
**spread** your  
wings

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