



## MDA OBSERVATIONS 360°

# Giving You Powerful Insight: MDA Observations 360°

MDA Leadership Consulting's Observations 360°® is a powerful, cost-effective online-assessment tool that enhances the leadership development of an individual, team or entire organization.

As a stand-alone offering or complement to an MDA leadership development program, Observations 360° helps individuals gain insight and awaken their development needs, create an actionable development plan and align it to those needs, and build a roadmap for leaders to accelerate their performance.

### Turning Insight into Action

There are many 360-degree survey processes available, but not all are alike – or equally useful. Rigorous, results-focused and based on more than 25 years of experience and research, Observations 360° stands apart from the competition for a simple, powerful reason: it's designed to get used.

The worst possible outcome of a 360-degree survey is that its results sit on the shelf. Observations 360° results are immediately applicable. Its process spurs leaders to action and drives their leadership development to produce positive business results.

◆ Feedback and follow-through are the most vital parts of the Observations 360° process. Without them, real and sustainable behavioral changes cannot occur.

With Observations 360°, you receive a proven means to:

- Conduct an easy-to-use, online 360-degree leadership survey
- Gain an accurate picture of leadership performance through multi-rater feedback
- Identify critical leadership strengths and development needs
- Provide valuable feedback on how others perceive a leader's skills and effectiveness

Plus, unlike other multi-rater surveys, Observations 360° provides the insights and tools to:

- Create alignment between leaders and their managers
- Measure leadership effectiveness at multiple levels of the leadership pipeline, using a well-researched, comprehensive model of leadership

## A Proven Effective Process

The quality of an organization's leadership makes the difference between success and failure. Observations 360° provides leaders with critical insight into identifying their leadership strengths and needs by emphasizing the planning and steps needed to achieve leadership development success.

Unlike other 360-degree surveys that to promote individual development planning, Observations 360° includes tools and conversational guides that compel leaders to proactively progress from feedback to action planning to ongoing improvement. MDA consultants are available throughout this process to help ensure that Observations 360° results get used.

With per-unit pricing starting at \$325 per leader, Observations 360° is one of the most cost-effective development investments an organization can make. It is available in manager and executive leadership versions to support coaching or leadership development programs with MDA, or as an in-house toolkit.

For more information about Observations 360°, please contact MDA at 612-332-8182.

## The MDA Observations 360° Process



### About MDA Leadership Consulting

At MDA we believe that with great leadership, anything is possible. For more than 25 years, we have partnered with organizations to grow their existing leadership capabilities, identify new leaders and accelerate performance. We do this through a collaborative, proven approach that generates lasting change which leads to great leadership. To learn more, visit [www.mdaleadership.com](http://www.mdaleadership.com).