

PRODUCT AND SERVICES OVERVIEW



The elements for assessing and growing leadership talent



the booth company

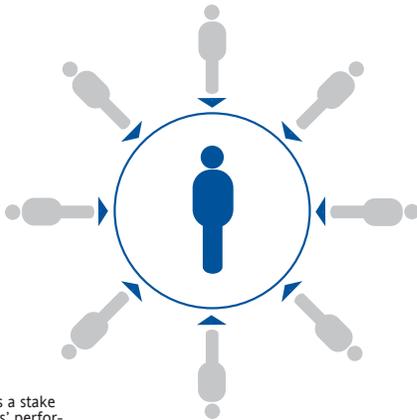
WHO IS THE BOOTH COMPANY?

We are the publisher and administrator of 360 degree feedback surveys based on the Task Cycle®, a validated theory of leadership and management roles. Our comprehensive set of surveys measures the fundamental skills of mission-critical organizational roles.

- ▶ View Our Staff Here: www.boothco.com/company/people.php
- ▶ View Our History Here: www.boothco.com/company/aboutus.php

WHAT IS 360 DEGREE FEEDBACK?

360 degree feedback is sometimes referred to as multi-rater appraisal, multi-source feedback or 360 degree profiling. It basically is a confidential process where a participant receives anonymous skill evaluations from a circle of stakeholders (peers, direct reports, a supervisor, etc.). The results help determine the participant's priorities for development.



Everyone that has a stake in the participants' performance provides feedback.

WHAT ARE THE BENEFITS OF 360 DEGREE FEEDBACK?

Broader Scope of Feedback: Feedback is received from all key stakeholders, not just a supervisor, providing a well-rounded view of how others perceive a participant's efforts.

Fair Feedback: The 360 process is conducted in a confidential setting so raters can provide accurate and honest feedback. If there are only a few rater surveys, the results are combined in order to obscure rater identity.

Self-Awareness: 360 feedback results are presented in a complete report that highlights the strengths and weaknesses of a participant's skills in a given set of competencies. The results give the participant a clear and accurate picture of their performance that could not be seen otherwise.

Self-Development: Getting a clear picture of performance helps identify weaknesses that need to be improved as well as strengths that can be leveraged. Knowing the skills that need improvement is the first step toward creating a plan of development for the short and long term.

Reduces Turnover & Cost: 360 feedback facilitates an environment that encourages self-development, which leads to job satisfaction. This minimizes turnover and the costs associated with replacing employees.

Estimates of turnover cost range from 25% to 200% of an employee's annual salary. To put this in perspective, if the average salary of an employee in a given company is \$50,000 per year, then the cost of turnover at 75% of that salary is \$37,500 for each employee that leaves the company. For the mid-sized company of 1,000 employees with a 10% annual rate of turnover, the annual cost of turnover could be \$3.75 million!

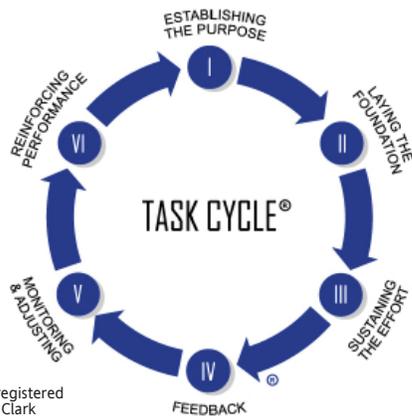
WHY IS THE BOOTH COMPANY UNIQUE?

Experience: We have been providing 360 degree feedback surveys and development programs for over 35 years and are trusted by many of the world's leading companies. Our history with 360 feedback has taught us what does and does not work in a 360 development program.

Dr. Frank Shipper, a Professor of Management at Salisbury University's Perdue School of Business, stated it this way: "low-cost is a false economy when purchasing a 360 feedback questionnaire. There are many instant 'experts' on 360 feedback that generate custom questionnaires overnight. Companies should avoid them. Instead, look for companies that have 20 or more years experience with 360 feedback."

- ▶ View Some Of Our Clients Here: www.boothco.com/company/clients.php

Task Cycle® Surveys: Task Cycle® theory is the architecture for all of our 360 surveys. This theory is a validated model of successful management and leadership practices. Developed by Dr. Clark L. Wilson, who is widely regarded as the father of scientific multi-rater assessment, Task Cycle® Theory is firmly based on established theories of learning, cognition, and motivation. Because the model validates what is most important in organizational roles, participants can prioritize their development plans with confidence.



Task Cycle® is a registered trademark of the Clark Wilson Group.

Participants can also be confident that the results are accurate and reliable because the surveys have been proven to be psychometrically sound through years of validation by third party researchers.

Development Focused: Development is the reason for 360 feedback. To be effective, a plan for development needs to be personalized and formed around a participant’s current business objectives and personal career goals. That’s why every participant begins the feedback process by summarizing his or her professional strengths, goals, and current challenges. This provides the foundation from which participants can evaluate their scores, and it also helps them choose among our extensive performance improvement strategies, such as feedback workshops, professional coaching, and best practice examples for each skill area.

Norms: We provide a unique international database, accumulated since 1972, which includes over 200 million question scores. These scores are updated and averaged annually to help participants determine if their skills are competitive against the same role in other companies or within their own organization.

Custom norms specific to a client’s organization, or a custom survey, can be created over time.

Role-Specific: We recognize that “one size does not fit all” and that’s why we have 12 unique surveys. Each survey asks role-specific questions that correlate with the competencies of the most common and important roles in an organization. Our 12 role-specific surveys fall into 5 categories:

- Leaders and Executives
- Managers and Supervisors
- Individual Contributors
- Teams & Organization
- Sales Professionals

View Our Surveys Here: www.boothco.com/brochure

Take a Survey Demo Here: www.boothco.com/portaldemo

Customization: If the surveys we offer do not meet your company’s specific requirements, we can easily adapt our instruments to meet your organization’s unique needs. If you wish to modify an existing Clark Wilson Task Cycle® survey, our development team will work with you to map our surveys to your competencies, ensuring alignment to internal language and culture. We strive to create custom surveys that meet your expectations while preserving the reliability of the competencies.

Foreign Languages: For companies that span the globe, our database has double-byte technology, allowing surveys to be translated into any language. Currently, we have our top-selling surveys translated into several languages, such as: Mandarin Chinese, Japanese, Korean, Tagalog, Bahasa Malaysia, Spanish, French, Hebrew, Arabic, and Russian.

HOW IT’S DONE

We know that the process used for 360 feedback is as important to acquiring quality feedback as the surveys themselves. That’s why we use a process that has been developed for over 35 years, and according to customer feedback has proven to be a sound administrative model. The first step in the process is:

1. Clarifying Needs and Objectives

Selecting the right survey is critical to the success of 360 degree feedback. We’ll help you select or customize one of our 12 role-specific surveys, ensuring that you have the right tools to develop the leadership talent necessary to meet your organization’s goals and challenges.



Screen Shot from the TruScore™ Participant Portal

2. Accessing The TruScore™ Participant Portal

Participants begin the feedback process by receiving an email from The Booth Company containing instructions and a temporary password for accessing the TruScore™. From the TruScore™ Participant Portal, participants invite their raters, complete a self-survey, and monitor the status of their project. Participants can also follow-up with raters by sending email reminders, to ensure all online surveys are completed by the deadline date.

- Full color format that codes rater levels by color for easier scanning and interpretation.
- Data presented in various ways to accommodate multiple learning styles.
- Data organized by the Task Cycle®, helping the participant focus and direct development activity.
- Data from the previous time through, if available, shown throughout the report, providing a benchmark for improvement.
- Development planning (Action Plan) form used to write a development plan on the identified areas that need improvement.

Once the report is generated, the participant receives the report on the TruScore™ Participant Portal, via email, or in the mail. First-time participants typically receive their report in a coaching session.

Download a Sample Report Here:
www.boothco.com/solutions/individualreports.php

4. Interpreting and Acting On The Results

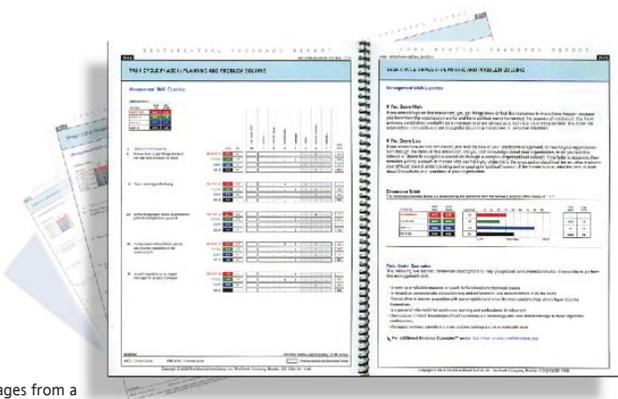
Proper interpretation of feedback results is the first step to acting on them and that is why we strongly encourage first time participants to receive their feedback reports in a coaching session. During this session, participants learn how to interpret the results and tie them back to career and performance goals through development planning (Action Planning).

An Action Plan is a plan for developing or improving skills that have been identified as an area of improvement from the results in a participant’s feedback report. Participants are prompted to answer questions such as:

- Where do I need to improve?
- How will I know I’m getting better?
- What am I going to do to get better, and by when?
- Who should know I am getting better?
- What resources do I need?

Once an action plan is written, it is encouraged that the participants share the plan with their team and supervisor, keeping them informed of their personal development progress.

To paraphrase Dr. Clark Wilson, “with goals you can plan; with plans you can control; with control you can manage and succeed.”



Pages from a Feedback Report

3. Receiving The Results

Once the participant meets the required number of rater surveys by the deadline date, a feedback report is produced. Our feedback reports are generated in PDF or printed format, depending on the client’s needs. They all come standard with the following features:



5. Development Progress (720 Feedback®)

In order to track development progress we encourage participants to use our 720 Feedback® program to re-evaluate their skills after a 12-18 month period.

WHAT IS 720 FEEDBACK®?

720 Feedback® provides a comparison of a participant's results over a period of time, often 12-18 months. This comparison informs participants of their developmental progress and gives them an opportunity to update and change their action plan.

WHY WE RECOMMEND 720 FEEDBACK®

We recommend 720 Feedback® because we know it works. We pioneered the “pre-post” concept of feedback in the early 1970's and documented measurable improvement among participants who have completed their action plans through 12-18 month re-evaluations.

We also recommend it because we know that tracking progress over time has been a “best practice” common to high-performing leaders.

Finally, we recommend 720 Feedback® because we know the foundation of the program is our statistically validated surveys. Comparing results over time can only be utilized and acted on if the instrumentation is sound and accurate. Our 360 surveys have:

- Expert authorship with factor analyzed competencies ensuring measurement acuity.
- Role-specific dimensions and questions.
- Research indicating which competencies drive success in each role.
- Concurrent validity through third party research.
- A reliable and valid theory of leadership development called the Task Cycle®.
- Support material and resources such as developmental workshops, tools, and coaching to help maximize ROI.

HOW CAN WE HELP YOU?

Whether your organization is re-thinking its 360 program or just beginning to evaluate 360 vendors, we are here to help. We provide free initial consultations and demonstrations.

NEED MORE INFORMATION?

If you need more information on our products and services please contact us at:

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You can also visit us on the web at: www.boothco.com