

360° DEBRIEF COACHING

TRANSFORM FEEDBACK INTO ACTION

“Together with their own viewpoints, individuals participating in a 360° feedback process receive feedback from their managers, peers, and direct reports. Debrief Coaching reinforces this valuable process because it ensures the participant can translate feedback into action.”

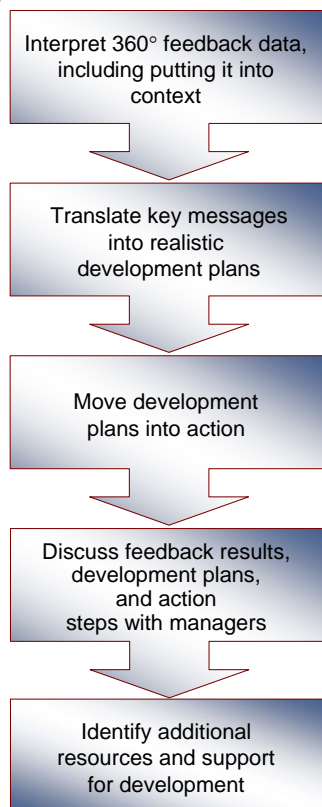
– Ellen Kumata, Partner, Cambria Consulting

REINFORCE 360° FEEDBACK

Conducting 360-degree assessments and distributing reports does not ensure feedback recipients will either understand or act on their results. Follow-up is an essential component for maximizing the impact of 360° feedback, and Debrief Coaching is the most effective way to ensure it occurs.

HOW DOES DEBRIEF COACHING WORK?

Debrief Coaching is a process in which coaches help feedback recipients to:



USE DEBRIEF COACHING TO HELP 360° RECIPIENTS:

- Understand the feedback process, including its benefits and limitations
- Ensure feedback results are accurately interpreted
- Identify themes, including strengths and development areas
- Align feedback with personal and organizational objectives
- Understand the role of competencies in the development process
- Follow-up on results by creating goals and development plans

WHY CHOOSE CAMBRIA?

With over 20 years of experience in organizational development and coaching as well as in identifying leadership competencies and creating customized 360° feedback tools, Cambria helps you implement a Debrief Coaching process that is best for your organization.

CASE IN POINT

ENHANCED LEADERSHIP EFFECTIVENESS

Challenge:

A global technology company wanted to implement an individualized leadership development program to enhance the effectiveness of its Sales & Marketing executives worldwide.

Approach:

Cambria collaborated with this firm to develop and implement an online 360° process supported by coaching. We created a customized leadership competency model as content for the 360° and designed a 360° Debrief Coaching initiative to reinforce and support the executives in applying their feedback on-the-job.

Debrief Coaching was implemented in two phases. The first phase involved a 360° feedback workshop for the Sales & Marketing organization's top executives, followed by individual debrief coaching sessions to help each executive interpret their feedback and create development-oriented action plans. The second phase employed a team of external coaches to provide follow-on coaching focused on helping the executives implement their action plans over a six-month period.

Outcome:

Debrief Coaching enhanced the effectiveness of the overall 360° feedback process for the organization's senior Sales & Marketing executives. Follow-up assessments showed significant skill improvement over an 18-month period, and as a result, the company decided to implement the program with its next level of functional managers across four regions worldwide.

Related Cambria Coaching Offerings

In addition to offering 360° Debrief Coaching, we train internal coaches or leverage our coach network to help 360° recipients transform their feedback into action. We also conduct 360°debrief workshops or offer My360 Coach™, an interactive, scalable, cost-efficient e-learning tool, to supplement the 360° process.

About Cambria Coaching

Cambria Coaching is a division of Cambria Consulting, Inc., a human resource and management consulting firm specializing in developing people solutions that drive business performance. Our organizational development and leadership foundation enables us to approach coaching from both the individual and organizational levels. We focus on bench strength development; key leader development linked to succession planning; high-potential development; and strategically-targeted efforts where behavior-change is critical. We partner with clients to put in place the strategy, process, supporting tools, and coaches – both internal and external – to accomplish this work. For more information about Cambria's range of solutions, visit our website or call (617) 523-7500.