

MY360COACH™

UNDERSTAND YOUR FEEDBACK DATA

Many organizations today are using 360° (multi-rater) feedback for their managers and executives to drive development and performance improvement. Follow-up and accountability are two key ingredients to making the 360° feedback experience pay off. Equally important is the guidance given to participants in understanding their feedback data and translating it into meaningful development actions and performance enhancements.

Follow-up and accountability are key to making 360° feedback pay off for recipients and their organizations.

My360Coach™ is an engaging e-Learning tool that was developed to help organizations implement 360° feedback in a highly cost-effective manner. It provides the feedback interpretation and development planning guidance that a live 360° coach would provide, but at a fraction of the cost. Therefore, it is particularly useful for organizations that want to implement 360° feedback to large employee populations but have limited staff and budget resources to support it.

My360Coach™ is an inexpensive and effective alternative to more costly 360° feedback workshops or one-on-one coaching.

KEY FEATURES

- **PERSONAL VIDEO COACH.** Ellen Kumata, Cambria's practice leader in executive coaching, serves as "your personal 360° feedback coach". She shares her considerable experience in an entertaining flash video e-learning format, providing useful hints and tips that you won't find in a text book.
- **FIVE STEP PROCESS.** Ellen takes participants through a five step process, including:
 - Overview of [The 360° Process](#)
 - How to interpret the [Feedback Report](#)
 - How to prepare a [Development Plan](#)
 - How to conduct a [Development Discussion](#)
 - Translating the plan into [Taking Action](#)
- **KEY POINTS HIGHLIGHTED.** As Ellen coaches participants, key points are highlighted in a window next to the video.
- **ANIMATED 360° REPORT.** Ellen's coaching on how to interpret specific sections of the 360° feedback report is accompanied by clearly animated versions of the report.
- **RELEVANT RESOURCES AND TOOLS.** Ellen's coaching points are supported by additional resources and tools that can be accessed readily to add depth to the discussion in a "just-in-time" format.

Coaching in My360Coach™ is reinforced by video, text highlights, and animated screenshots of 360° feedback reports.

The graphic interface of My360Coach™ is visually engaging and easy to navigate.



Clients see My360Coach as an inexpensive tool to introduce 360° feedback to broader audiences in their organization.

KEY BENEFITS

Here is what Cambria clients have said about My360Coach™:

- *"An excellent orientation to 360° feedback for first-time participants as well as seasoned veterans of the process."*
- *"A great refresher for internal 360° coaches and a one-source reference that makes delivery of live coaching more consistent."*
- *"An excellent decompression chamber between receiving 360° feedback and having to talk live with a supervisor or coach."*
- *"A vehicle to expand 360° feedback to a broader audience, beyond the limitations inherent in live follow-up coaching with limited resources."*
- *"A way to significantly reduce the cost of implementing 360° feedback."*

About Cambria Interactive

Cambria Interactive is a division of Cambria Consulting, Inc, a HR management consulting firm specializing in developing people solutions that drive business performance. Cambria Interactive engages employees in strategic human resource programs by creatively combining new media, design and programming technologies to deliver customized training, development and change management solutions. We can deliver our solutions via the Internet, a company's intranet, CD-ROMs and DVDs. For more information about our human resource development and interactive solutions, visit our website or contact us at info@cambriainteractive.com.