

Hudson



**Hudson's 360°**

Reveal the potential

# Our clients tell us their success is largely dependent on how effectively they fulfil their employees' potential. This requires an objective assessment that shows how they can develop their people further.

Our online 360° feedback tool uses an objective, competency-based approach to guide personal development planning. By gathering insights from a number of people to evaluate an individual's behaviour at work, we can form a rounded 360° view of that person.

## The benefits of using Hudson's 360°

- It is an extremely cost-effective diagnostic of individual competence
- You get structured feedback from multiple sources
- You can design the 360° around a particular job, career evolution or specific competencies
- It reveals gaps between self-evaluation and the perceptions of others
- It informs your development planning and/or coaching programmes
- An easy-to-use online system that streamlines the process

Hudson's 360° incorporates into a powerful, yet user-friendly, development tool all the expertise and experience we have acquired working with leading organisations across Europe.

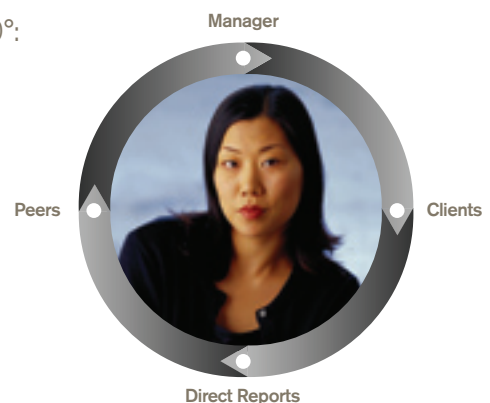
The output is a comprehensive evaluation of your people's current capability measured against the specific competencies required for your organisation's success.

## The 360° concept explained

Using Hudson's 360°, an individual's behaviour is evaluated by people with first-hand experience of working with that person.

Typically, four groups of people are invited to participate in a 360°:

1. Direct manager and other relevant senior colleagues
2. Peers, clients and important suppliers at a similar level
3. Direct reports and other colleagues at a more junior level
4. The person him/herself



**Hudson offers our standard 360° or a version customised with a variety of options to meet your unique requirements.**



"Many leading organisations across Europe have partnered with us to evaluate and fulfil the potential of their people. Hudson's 360° is particularly effective with management and executive teams as a way to inform and improve the effectiveness of coaching engagements."

*Marc Timmerman*  
Executive Director Talent Management Europe, Hudson

## When to use Hudson's 360°

**Before personal development planning or training**  
Hudson's 360° provides high quality information that can form the basis for development planning. It also helps build a robust process for aligning individual development with organisational objectives.

**9 to 12 months after hiring a new employee**  
Hudson's 360° quickly identifies the possible competency gaps of new hires, as well as indicating how successfully they are being integrated into your organisation.

## Implementing Hudson's 360°

Hudson's 360° is quick and straightforward to implement, taking just a few simple steps:

- Step 1** Project planning & design
- Step 2** Selection of standard or customised questionnaire
- Step 3** Distribution and follow-up of the questionnaire
- Step 4** Automated analysis & reporting
- Step 5** Feedback & personal development planning

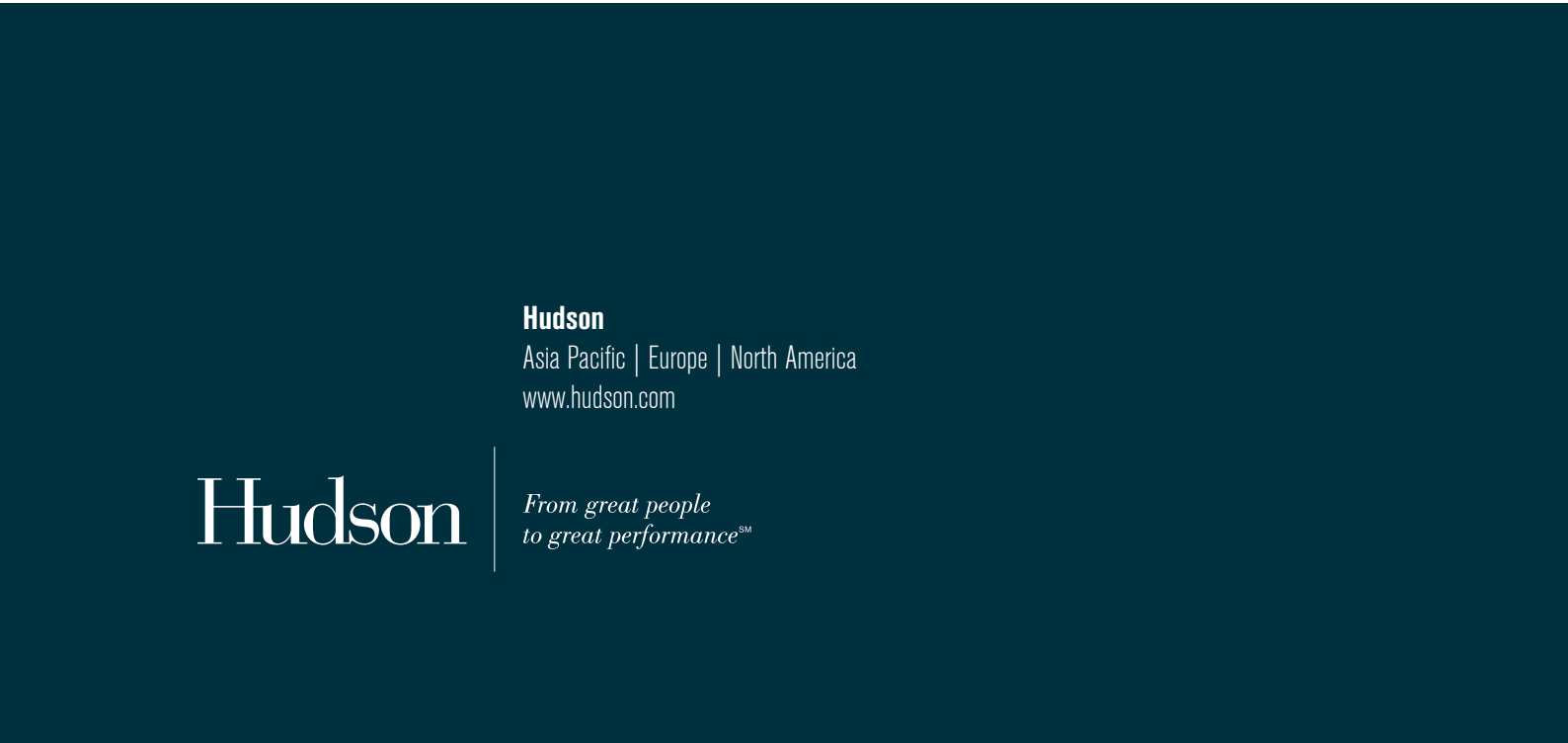
Hudson consultants can provide clear feedback on how to interpret the results, including how to close any competency gaps and build on personal strengths.

Hudson's 360° feedback reports are extremely easy to use. Feedback is presented in a graphic and narrative format for each competency, as shown in the example to the right. Further context is provided by comparing the ratings to the ideal level required for the role, which allows you to target your development efforts and investment. The reports also provide an ideal framework for coaching programmes, giving concrete guidance for development planning in line with your company's strategic goals.

### SELF-PERCEPTION — PERCEPTION OF OTHERS



**Learn more about Hudson's 360° or find out how to contact us at [www.hudson.com](http://www.hudson.com)**



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*From great people  
to great performance<sup>SM</sup>*