**Organizational E-Mail Announcement on 360 Surveys**

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| **Suggested Text**  Use these words as a starting point and make them your own. At a minimum,  change the words in *italics* to make them applicable to your organization. | **Customization**  **Comments** |
| As you know, the leadership team has recently been taking a number  of steps to *increase our organizational ability to achieve our vision and strategies.* We have created an organizational competency model, and *established organizational goals toward which we are all working.*   The next step in this process is to launch a new process by which employees can gather feedback on their behaviors and competencies.  This new process is called a 360 Survey. A 360 Survey is a questionnaire-based process where a person conducts a self rating  and has others (e.g., supervisor, peers, and direct reports) rate behaviors related to performance. The feedback provides a 'full-circle' (thus the term 360) comprehensive view of performance and comparison of self-ratings the ratings of others.  There are a number of benefits to this process:   * It gathers feedback from individuals (such as direct reports and customers) who otherwise might not provide feedback * It provides a consistent and structured source of feedback for employees, increasing awareness of how the organization would like them to perform. * It provides employees with a comprehensive understanding of their strengths and developmental opportunities aligned around the competencies needed to achieve the organization's strategy.   Over the coming weeks, we will be holding information sessions for those who will be a part of this process. The meeting will provide more details on timing and how it will work.  As we move forward, many of you will receive an email asking you to provide feedback on someone else in the organization. Our 360 Survey uses the ThinkWise system, which collects your feedback in a secure, external environment and combines it with other respondents to provide collective, anonymous feedback. I encourage you to take the time to thoughtfully provide your feedback as you complete the online survey. Your feedback is valued and will be important to our employees and their development.  Thank you for your time and support with this effort. If you have any questions, feel free to contact *me for further information*.  *Sponsor Name* | Begin by setting the stage with what is going on in your organization and what is driving the need for change.    List yourself or your designated launch manager. |