

Cornucopia launches an updated 360 Feedback tool

Cornucopia Lanka, the local arm of Cornucopia Asia headquartered in Bangalore, is offering an updated version of the 360 Degree Feedback instrument for Sri Lankan companies. According to Dinesh Weerakkody MD Cornucopia SL, the 360-degree feedback tool is a tried and tested developmental tool used by leading organizations across the world.

Its purpose is to help participants (assessees) to get feedback from their peers, juniors/subordinates and bosses (assessors). The assessors provide feedback about their perceptions on the assessee's professional and organizational behaviours as demonstrated by them. This will help the assessee to compare with their own perception. As the feedback is anonymous, generally assessee get honest feedback. The feedback can then be used to consolidate and effectively use their strengths, and work on the areas that need improvement.

Further he said, organizations using these instruments can derive the best benefit if it is managed and facilitated by an independent, experienced person as it helps to maintain confidentiality, neutrality and not link it to compensation and career decisions.

It will help the assessee focus on personal development and help them in preparing for career growth, and better fit in the organization that is driven by chosen set of ethics, values and operating principles.

Cornucopia's 360-feedback tool is one of the first few such processes offered 'online' in the country.

What is unique in Cornucopia's 360

Degree Feedback System:

- The process uses tailor-made questions to suit the company's needs;
- Cornucopia will build awareness about the 360 Degree Feedback process and its benefits on people development;
- The entire process is conducted online, enabling easy access and use, while maintaining the highest level of confidentiality;
- The assessee are provided with summarized report online, on how they are rated by all the raters;
- The assessee get a detailed personalized report after the analysis of the feedback received from all the people selected by the assessee;
- The assessee are given one-on-one feedback by trained facilitators;
- The facilitators help the employee to develop long/short-term action plans and to work on their strengths and areas for improvement; Weerakkody, in conclusion says through the 360 Degree Feedback System, Cornucopia facilitators can help organizations to shape the development of its key employees to deliver improved business results.