

# THE OPTM360: REVOLUTIONARY SIMPLICITY



**It's a new day for the 360.** Gone is the typical assessment with its long survey, confusing report and generic advice. In its place is the OPTM360 – a fast, focused, practical tool that will help your managers to quickly change their behaviors.

## THE SITUATION

Typical 360s rarely create behavior change – they aren't designed to. The way they present information actually *increases* managers' resistance to change. They don't focus managers on the few behaviors where change is most critical. They don't provide managers with practical advice for exactly *how* to change.

The typical 360 is an *assessment* tool, not a change tool. If you want managers to change behaviors, you need the OPTM360.

## OUR APPROACH

The OPTM360 instantly focuses your managers on their three priorities for change and tells them exactly how to improve those behaviors. After reading their OPTM360's first two pages managers have exactly the information they need to take action. We achieve this result through our unique "Do More" to "Do Less" scale, behavior prioritization process and "feedforward" development approach.

The OPTM360 eliminates the negative reactions caused by typical 360s and any excuses a manager might use to avoid changing their behavior. Even better, the survey itself takes less than 10 minutes to complete. This allows more raters to participate and shows your organization that helping their colleagues improve can be fast and pain-free.

## CLIENT SUCCESS EXAMPLES

After using the OPTM360, our clients typically stop using any other feedback tool.

- A global computer company used the OPTM360 to simplify their feedback processes and accelerate behavior change
- A leading business services company implemented the OPTM360 to increase managers' personal responsibility for behavior change
- A rising star in couture fashion used the 360 to support a culture of open communication and positive behaviors in their rapidly growing organization

