

“We sought a professional business with a robust and rigorous approach to the 360 tool set-up. Reliability and accuracy of data were essential components in our selection and Talent Innovations demonstrated an impressive level of expertise.”

Alex Brierley – HR Projects Manager at The University of York

Managing 360 feedback to deliver a breakthrough in leadership performance The Inspiring Leader Breakthrough Certification

What you will gain

A very personal understanding of the dynamics of change

◆ Access to the philosophy and approach to breakthroughs in performance

- A framework for development
- Guidance from the latest in neuroscience
- The Inspiring Leader Breakthrough process flow and critical stages
- When it works and when it does not

◆ A profound understanding of how this unique model delivers performance breakthrough

- Origins and development of the Inspiring Leader model
- Validation of the model
- Valuable research insights including the impact of gender and what makes an effective intervention

◆ How to mine feedback reports to uncover deeper meaning

- The Breakthrough process of interpreting an Inspiring Leader report
- Clarity on how the items interconnect allowing breakthrough to occur
- Page-by-page interpretation
- Pitfalls to avoid

◆ How to use the 360 Degree Discovery Method to create shifts in performance

- Advanced feedback skills
- How to structure for success
- Critical steps in detail
- Use depersonalisation to unravel issues of concern

◆ Secret Techniques for Selling Inspiring Leader Breakthrough

- Selling via the Marketing Ladder of Inspiring Leader Breakthrough
- Incorporating hard business measures

ABOUT THE AUTHORS



Elva Ainsworth, BA, LCH, FCIPD

Founder and CEO of Talent Innovations

Elva Ainsworth is one of the most experienced 360 feedback consultants in the UK. She has successfully managed her own development software and consulting business since 2001. Over the last ten years Elva has developed a portfolio of online development tools together with an innovative methodology which combines quality psychometric diagnosis with transformational coaching for intensive, high impact results. As well as 10 years experience in Human Resources, Elva offers over 20 years of international consulting experience in business psychology. She directed the first 360 degree feedback consultancy practice in SHL pioneering the first online 360 feedback programme ever to be used in Europe. She has delivered consulting projects globally and locally – including assessment and development centres, talent management programmes, competency modelling reviews, management development courses, performance management projects, executive coaching and training in 360 degree feedback skills and coaching.



Mark Ainsworth

Consultant of Telefónica Digital

Mark has worked closely with Elva on the development of Talent Innovations since 2001, with specific responsibility for the development of the technical software and statistical tools. Much of Mark's business experience has been in analytical consultancy roles, including in British Airways, as a Race Strategy Analyst at McLaren Formula 1 team, and in Site Location Planning for global retailer Tesco. These roles have combined the need for working with highly complex ideas and data, using IT and statistics to make sense of them, and then using the results to influence the business - much like the process that results in a finished 360 degree feedback report!

Publications:

- *“How to choose a 360 Degree Feedback tool”* - 12 questions you should ask a potential supplier. Talent Innovations (2013)
- *“Gender Differences in 360 degree Feedback”*. Talent Innovations (2012)
- *“Competency Framework: Starting from scratch”* - Talent Innovations (2011)
- *“Turn the 360 around and then hold it up to the light” - Understanding how 360 feedback can be enhanced by neuroscience*. Talent Innovations 2012, A follow up to “Turn the 360 around” (Dixon, Rock and Ochsner 2010)
- Warr, P., & Ainsworth, E. (1999). 360° feedback—some recent research. *Selection and Development Review*, 15(3), 3-6.
- *“A Social Relations Analysis of the acquaintanceship effect on creativity”* M Ainsworth (1997), Research Study, Oxford University



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