

LEADERSHIP MIRROR® FEATURING TARGETED FEEDBACK SM

Leadership Mirror®, DDI's flexible, web-based feedback system, allows clients to implement standard or customized surveys based on organizational needs.

You can choose from:

- **A traditional multirater survey,**
- **A self-only assessment, or**
- **Targeted Feedback SM, our new alternative multirater approach.**

This "look in the mirror" provides a unique and important understanding of an individual's strengths and growth areas.

With Leadership Mirror®, your organization can:

- Evaluate people (or teams) against the competencies required for successful performance.
- Identify people's specific strengths and development needs.
- Give people clear development suggestions for improving performance.
- Match people's development needs with training and learning resources.
- Benefit from a pre- and post-training evaluation tool.

Learning Journey, Inc. provides implementation consulting to ensure that Leadership Mirror® is fully integrated with your overall development initiatives. We also offer follow-up services to help subjects interpret their reports and create solid development plans.

SYSTEM OVERVIEW

With *Leadership Mirror®*, you can easily create, distribute, and collect assessment surveys that are appropriate for each individual and position. Using easy-to-interpret reports, *Leadership Mirror®* displays strengths and development needs of individuals or groups. The system also allows you to link specific development resources to performance areas.

LEADERSHIP MIRROR® STANDARD SURVEYS

- **Fundamentals of Leadership:** For first- and second-level supervisors or team leaders. Focuses on core leadership competencies, such as Coaching, Decision Making, Delegating Responsibility, and Gaining Commitment.
- **Individual Contributor/Team Member:** Focuses on individual team members or overall team effectiveness. Competencies measured include Collaboration, Contributing to Team Success, and Meeting Participation.
- **Leadership Imperatives:** For supervisors, team leaders, and managers. Assesses Leadership Imperatives and competencies. Helps provide orientation and feedback for the focus of leadership development programs, such as DDI's Interaction Management®: Exceptional Leaders . . . Extraordinary ResultsSM.
- **Nine Roles of the Strategic Leader:** For senior leaders and executives and those targeted for senior strategic leadership. Assesses roles rather than competencies. Helps provide orientation and feedback for the focus of DDI's Strategic Leadership Experience® program.
- **Operational Executive:** Focuses on mid- to upper-level managers. Competencies measured include Coaching/ Teaching, Driving for Results, and Operational Decision Making.
- **Sales Executive:** Designed for managers and executives in a sales function. Includes competencies such as Business Acumen, Communicating with Impact, Customer Orientation, and Sales Persuasion.
- **Strategic Executive:** Appropriate for upper-level managers and executives. Includes competencies such as Change Leadership, Establishing Strategic Direction, Executive Disposition, and Selling the Vision.

TARGETED FEEDBACK SM/PATENT PENDING

Included as an option in DDI's *Leadership Mirror®* system is *Targeted FeedbackSM*, a breakthrough alternative multirater approach designed to accelerate behavior change and to overcome some of the common barriers to traditional 360° implementations. *Targeted FeedbackSM* takes away the misperceptions, misunderstandings, and negativity associated with many multirater processes. It energizes development by revealing an individual's top-priority strengths and development needs. Subjects come away with clearer direction and an understanding that people are willing to help them effectively change specific behavior in a positive way.

LEADERSHIP MIRROR® FEATURING TARGETED FEEDBACK SM Continued

SYSTEM DETAILS

- **Target audience:** Team members, individual contributors, frontline to mid-level leaders, and executive-level leaders.
- **Length:** Most surveys take 20 to 30 minutes to complete.
- **Administration:** By Learning Journey, Inc or a designated individual within your organization.
- **Customization:** Content and rating scale can be customized.
- **Language availability:** English, French, German, and Spanish. (Chinese coming soon.)
- **Technology:** Fully web and e-mail enabled. Standard Windows environment. Can be accessed over the Internet or intranet (fully behind your firewall).

**For more information please
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SYSTEM ADVANTAGES

- **Increases objectivity and buy-in.** Research indicates that the use of multiple raters with different on-the-job experiences increases the objectivity and validity of the assessment experience. Individual buy-in also increases, generating commitment to personal development and increasing the likelihood of improved performance through subsequent training.
- **Fast turnaround time.** After data collection ends, results are available instantly online.
- **Highly flexible.** You can choose from seven standard surveys that address different skill sets and job levels, create a survey based on DDI's library of competencies, or customize a survey based on your organization's competencies.
- **Linkage to development resources.** DDI's numerous training programs and online performance support system can be matched to identified development needs. Competency-specific development guides, including tips, developmental activities, and lists of relevant books and articles, help build skills. Direct links to any number and kind of other development resources may also be made in the system.
- **Broader perspectives and more data.** Organizations have an acute and growing need for more and broader behavioral information for development purposes. Feedback can be used to monitor the development process, identify trends, prioritize training, evaluate training effectiveness, and measure organizational performance or success over time.
- **Global application.** The same survey can be sent simultaneously to respondents in multiple languages—English, French, German, and Spanish—with cumulative results being returned to the subject in his/her preferred language. (Targeted Feedback SM is available in English only.)
- **Customization.** *Leadership Mirror*® makes it easy to edit survey content. It allows you to easily edit any of DDI's standard surveys, competencies, and key actions, or to create your own survey from scratch. *Leadership Mirror*® supports rating scales with three to ten points, with standard or custom labels.
- **Targeted Feedback.** A patent pending, cutting-edge, optional approach to multirater feedback that is offered within the *Leadership Mirror*® system. Feedback is more targeted, focusing on the top three strengths and developmental areas.
- **What Now?** To learn effective ways for individuals to use *Leadership Mirror*®, *Targeted Feedback SM*, or other multirater survey data, the *What Now?* booklet, written by William C. Byham, Ph.D., will help them enhance their skills by taking advantage of the insights provided in their survey feedback. This booklet is embedded in the *Leadership Mirror*® system and is accessible when individuals view their report.