

Keeping You Up to Date with Added Insight's Latest Developments

Newsletter 11th June 2009

Welcome to Added Insight's Sixth Newsletter

This newsletter is to keep you up to date on what's been happening at Added Insight.

Michaela is Going Overseas

From the period of June 20th to July 21st Michaela will be out of the office, as she will be traveling in and around The United Kingdom and Europe. In her absence, Mike and Daniel will be attending vigilantly to all of your requests. Over this period Jenny Manson, a registered psychologist, will be helping to conduct Added Insight's activities on Michaela's behalf, and will join Added Insight in the office. Michaela will also be in regular contact with the Added Insight Team via telephone, email and Skype.

We wish Michaela the very best!!!

Background Information on Jenny Manson

We are very pleased to have Jenny Manson working at Added Insight while Michaela is away. Jenny is a registered psychologist with a wealth of experience in assessment and development work. She works with not-for-profit clients to assess people's fit for a range of roles as well as providing teambuilding workshops. Jenny has worked for the last four years with Grafton Consulting Group in the Assessment and Development team.

Other work Jenny has been involved with includes:

- Retirement planning seminars,
- On-site support during times of transition or critical incidents,
- Career counseling,
- And outplacement support.



We will endeavour to provide you with our latest research when possible - see next page for helpful tips

Research Around 360's and Recruitment from Added Insight:

- **Discretionary Effort is going beyond the call of duty** and is necessary for competitive advantage in sales, where acceptable levels of performance may no longer be adequate in current conditions.
- One way that Dubinsky (2002) has recommended for encouraging discretionary effort in the workplace is through recruiting high-energy candidates who have a **strong need for achievement**.

Added Insight's Research Around Best Practice for Conducting 360's (some tips):

Best Purpose

- 360 feedback surveys used primarily for individual development are more effective than feedback used for performance appraisal, succession planning or remuneration purposes;
- It is important to gain commitment from Senior Level Executives in order to get the most out of your 360 project;

Communicating and Explaining the Process

- The organisation should communicate clearly what the purpose of the 360 is, what the timeframes are, and the desired outcomes, as well as who gets to see the reports before the project starts;

Planning and Implementing

- The organisation should exert high control over every aspect of the 360 process - including selection of raters, coaches and participants;
- The 360 survey should be tailored to reflect the relevant jobs and competencies, and at what level;

Please note that Added Insight is pleased to announce that **our retail Customer Service and Sales Pilot Questionnaire is up and running**. Please contact us if you're interested in piloting this in your organisation **at no cost**.