

ROBERT RIPLEY



PERSONAL 360
FINDINGS REPORT



Presented by 360 Spark
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Methodology

This report has been created on behalf of Robert Ripley through one-to-one interviews from a selection of Robert's peers, seniors and juniors.

The views in this report are those of Robert's network, and highlight his brand, impact and contribution in the chosen arena and areas of investigation. The views stated on the following pages reflect perception at a particular time and place by a particular group of people.

Feedback has been summarized to give a clear view of the strongest trends, as well as to protect respondents, without altering the message. Language may be altered slightly to avoid identification.

Respondents interviewed for this report are:

- Kia Silverbrook
- Margaret Knight
- Philo Farnsworth
- Avicenna
- Shunpei Yamazaki
- Katharine Burr Blodgett
- Jerome Lemelson
- Clement Ader
- Thales Miletus
- Tim Berners-Lee

This report is strictly confidential, and should not be shared without Robert's direct consent. We have delivered an electric copy to Robert and retained a copy in our archives for Robert's convenience. We do not share copies with individuals other than the subject of the report. If further copies are required by individuals other than Robert, they should ask Robert directly.

Summary

Robert Ripley is a fictional character that we use for demonstration purposes. On the following pages we will discuss Robert's strengths and weaknesses in more detail, look at the past and the future, and discuss important factors for Robert's success including his delivery, team, and brand. As we look across these areas, several key themes present themselves.

1. The first thing that sets our 360 assessments apart from the competition is that we write a great deal of custom text. Your report will have a custom summary like this, between 500 and 1,000 words, highlighting the themes that run throughout the feedback. This will be written by our experienced researchers, all of whom have advanced degrees and at least ten years of meaningful business experience. For example, if you are not delivering what you need to in your role, this will come out in the feedback in response several of the questions we ask, and could become a key theme. We will make sure we highlight these up front.
2. Depending on the questions you choose, we will deliver you a report of between 10 and 15 pages, with approximately 5,000 to 6,000 words. That's a lot of insight. Every word is written by our US-, UK-, and New Zealand- based team. You will also notice that we don't tend to use graphs. Graphs and numbers are very cool and definitely have their place, but they pose many issues including being misleading and disproportionately powerful: in other words less valid, but much louder. For this reason, we stick with text, which has much more nuance, more truth, and more ultimate use.
3. Because our researchers have amazing business experience in addition to years of real-world research experience, they are able to hear what is being said as well as what is not being said. This allows us to pose questions in the report for additional places to investigate. For example, if you are consistently poor at delivery, we know by experience that you will almost always have a poor brand; you may find yourself unaware of many of business decisions, and you may be increasingly marginalized. Maybe people won't say this directly, but they will intimate it, and we will hear it. This is a small part of the data set, but a powerful one. (We always make sure to highlight when we are feeding back the data and when we indicate further areas to investigate, or our hypotheses.)
4. To get the most from this report we always include a debrief with one of our expert coaches. This coach is matched to you individually based on the feedback in your report, your industry and your personality. This will allow you to further explore the themes and unpack the information in detail. This is a vital part of the process as it gives you a second set of eyes to look at the portrait we have painted of you. You will probably find they will be both kinder and harsher than you would be to yourself—and they will often do both at the same time.



Strengths

Robert has a great many strengths that make him an amazing fictional character. The following is given as an example, and is not based on any real person. We find that reports of this nature have much more impact when they have real data, but we hope this serves as a good example of a the kind of reports we produce for our clients. Because this is an example, there will be repetition that would be found in an actual report. It will also be more facetious than a real report.

Respondents noted that Robert is easy to work with, optimistic, charismatic and interesting. He has a can-do attitude and generally gets his work done quickly with very little fuss. Respondents noted that when good things happen, Robert is never far away. One example of this that came up multiple times was his involvement in closing the Microsoft and Apple merger.

Feedback is that Robert's work style is detailed and organized. He communicates clearly and can always be counted on. Respondents said that Robert is given the most difficult and high profile assignments. He is also described as intelligent and a fantastic mentor and coach. This is a powerful combination that makes Robert a very well respected and vital member of his team.

Key Quotes

- "I trust Robert with anything"
- "He's very easy to get along with, everyone likes him"
- "I find myself telling him things I wouldn't tell others. He elicits a huge amount of trust"
- "I really enjoy working with Robert. He's collaborative, hardworking and smart. It's a great combination"
- "We never could have merged Apple and Microsoft without him. No way"
- "He is the kind of guy that does exactly what he says he will"
- "The best thing about Robert is that there are no negative surprises around him, only good ones"
- "He has amazing communication and presentation skills and can explain anything to anyone, even when it's technical"
- "I really appreciated when he helped me with my last project. Not only did he provide insight, but he actually rolled up his sleeves and helped me deliver it"
- "Robert's going places. It's a pleasure to know him"

Most Frequently Cited

- Dependability (6)
- Communication (6)
- Positivity (5)
- Intelligence (5)
- Authenticity (4)
- Collaboration (4)
- Leadership (3)
- Vision (3)
- Detail Focus (3)
- Problem Solving (2)
- Organization (2)

Weaknesses

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Past 12 Months

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Action Plan

This section is for you to fill out yourself, on your own or with the help of your coach. It includes a few questions we find helpful in exploring feedback.

Reaction

What parts of the feedback were surprising or frustrating?

Clarification

What elements of the feedback would you like to better understand? What follow up questions do you have for your network? Who will you ask and what will you ask?

Stop

What will you stop doing?

Start

What will you start doing?

Continue

What will you do more of?