



Understanding Your 360 Diagnostic

A guide to gathering insight and building self-awareness



At FranklinCovey, 360 Diagnostics are About Learning and Growth

Research shows that self-awareness, knowing who we are and how others see us, is the foundation for strong personal growth and lasting relationships.

FranklinCovey's 360 Diagnostic is a tool to help you understand the value you bring to your colleagues and areas where you may decide you want to get better. The important part is that you get to choose what to do with this information.

Whether you are reviewing your 360 with a coach or on your own, this guide will help you navigate the process to uncover your most impactful opportunities. We hope this experience is one of learning, personal growth and transformation.

Why do a 360?



Understanding where to focus your energy can feel like being lost at sea

Imagine that you are navigating a sailboat alone in the Pacific ocean. Without the right tools, you might find yourself floating off course, or even going in circles. Every sailor knows you need the stars, a chart, and a compass to make the best decisions.

Like those navigation tools, your 360 can provide you with the inputs you need to make your own decisions about where you want to go.

360s offer a window into your skills and capabilities.

When done well, a 360 will help you glean more information about your strengths, areas for growth, and what makes your contribution unique.

As you gain self-awareness, you will instinctively do more of what you love, have more clarity on what you want to improve, and know when you need to change direction.

What is a 360?

Lots of people see you operate each day; a 360 is an opportunity to hear how a wide variety of people view your work.



360 feedback is not The Truth

Just because someone perceives you a certain way, it does not mean it's The Truth. It may be that person's truth that they hold about you. You may disagree. That's ok!

Review 360 feedback not as The Truth, but as information to get curious about. Think of yourself as a fascinated anthropologist digging for more wisdom about yourself as you read through your report.

Preparing for your 360



Include your loving critics.

It can be tempting to include people you know will say nice things or people who will tell you the “hard, cold truth.” Focus on your loving critics. These are the people who will be honest and they are honest because they have your best interests at heart. Loving critics:

- Have a level of mutual respect for you
- Have sufficient exposure to you at work
- Understand what success looks like for you at work
- Are willing and able to be brutally honest with you



Request participation face-to-face.

While FranklinCovey provides templated emails to send your request for feedback, it's meaningful to let your evaluators know that the request is coming (in person or over video conference if you're in different locations). You are asking someone to dedicate time to giving you feedback and you want to let them know how important it is to your development that they give you honest feedback.



Who NOT to include:

The last thing you want is to be sorting through feedback, trying to guess who said what, and disregarding feedback because you don't believe it's valuable.

Skip feedback from:

- Anyone you believe does not have your growth top in mind
- People who will just say the nice things you want to hear
- Family or friends
- People you don't work with often

Reviewing your 360 Report



- Find a quiet and private space to review your report; often outside of the office is best.
- Commit to finding the 2% truth; what is just 2% right about the feedback. Try the question, “What can I learn from this piece of feedback?”
- Keep SARAH in mind: Shock, Anger, Resistance, Acceptance, Help. Know that you might go through each step of this process; that’s very normal.
- Commit to not trying to figure out who said what - it takes away from your learning, and chances are, you’ll be wrong.

While you review your report

1. Make your commitment.

As you review your 360 feedback, some of it will be easy to read, some may be hard. What do you want to commit to yourself so that you can get the most out of this experience?

2. Start by just noticing.

Notice themes (things that are said more than twice):

- What strengths are you noticing?
- What areas for growth are you noticing?
- What “invitations” are you noticing?

Invitations are people wanting more of something from you (e.g. I wish she'd share her opinions more in meetings)

3. Tune into your strengths.

This isn't about sugarcoating, it's about doing more of what you already do well. Ask:

- How can you further amplify your strengths?
- How might your strengths support you as you develop in other areas?
- What strengths surprised you?

4. Clarify your areas for growth.

- What comments surprised you?
- What are you learning about the areas where you want to develop?
- Which 2-3 areas are calling for focus?

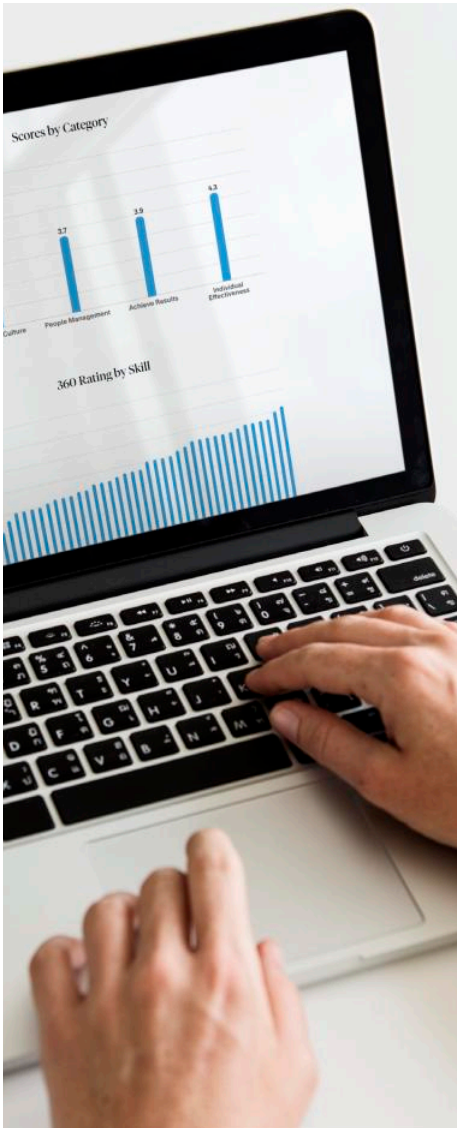
5. Focus on the invitations.

- What do you want to do about them?
- What might change for you if you accepted the invitations?

Take a deep breath!



You just got a lot of feedback and it may be causing emotions to stir. No worries - emotions are just energy in motion. Take a deep breath and walk away from the feedback. Let it sink in. When you're ready, head to the next section on what to do with the feedback.



Don't boil the ocean!

It's tempting to get feedback and want to make all of the changes. Try to pause and pick one big thing to work on.

Also, don't forget all of the strengths that you can lean on and lean into.

- What is your one big thing?

Once you have your one big thing, ask yourself...

- What will be different if I'm able to move the needle on this one big thing?
- How will I know if I'm making progress?
- How long will it take?
- Who will my accountability partners be?

Where will I pass?

Knowing where your strengths lie can also enable you to choose where to delegate.

- Opposites attract! Who are your partners?

Give Thanks for the feedback.

Make sure to personally thank everyone who took the time to fill out your 360. You may want to let them know what you learned and where you'll be focusing. Your evaluators can be great accountability partners who you can also follow up with to get feedback on your growth.

Consider thought partnering.

Many of your peers are going through the same process as you. Why not create a partnership or a circle of peers who can both challenge you and acknowledge your growth?

- Who might you include?
- How will you support one another?



Celebrate yourself!

This process takes great courage and vulnerability!

Take a moment to celebrate your commitment to your development.



Mobile App Download Invitation

Subject Line: FranklinCovey has gone Mobile!



Hello Team!

FranklinCovey has just released its new mobile app on the Apple and Android app stores, you can download today and sign in with SSO or your Impact Platform credentials. The new mobile app provides flexible access to all Impact Platform diagnostics, courses, and microlearning anytime, anywhere.

Download the new app for [Apple](#) or [Android](#) today!

Please reach out with any questions.