

Eight reasons to consider 360s as part of your performance review process

360 degree performance reviews provide a holistic approach to evaluate an individual's performance. The 360 method utilizes the features of a typical 360 degree feedback system to gather insights from multiple sources - leaders, peers, direct reports and even clients.

Unlike the traditional method, the 360 reviews shift the responsibility of evaluation to more than one person. A team approach to feedback provides room for collective growth and targeted career plans, which is especially critical as organizations seek to improve developmental opportunities for their people in a tight labor market.



To understand why organizations include 360s as part of their performance review process, see the following listing:

Areas of comparison	Traditional performance review	360-degree performance reviews
1. Perspective	Limited: Confined to direct managers.	Broad: Inclusive of coworkers, multiple leaders, direct reports and clients.
2. Process	Two-party dialogue.	Multi-factor conversation.
3. Value	Perceived as a tool to earn rewards.	Perceived as a tool for strength building, learning, and long-term success.
4. Objective	Evaluation of preset goals, comparison of targets met, and successes delivered.	A futuristic development of individual career plans, encouraging individual growth to propel company success.
5. Focus	Employee performance.	Holistic development.
6. Confidentiality	None. The employee knows who the reviewer is.	Complete. Anonymity provides an environment for honest and constructive input, focused on benefiting the employee.
7. Competition	Focused on competitive ratings, which tie to reward structures.	Focused on development; the goal is self-improvement.
8. Outcome	Short-term positive/negative consequences: Pay raises, promotions, demotions and transfers.	Long-term achievements: Actionable plans for growth, learning opportunities, higher productivity outside of rewards and recognition.

As your organization contemplates how to more thoroughly provide feedback to its employees, consider the inclusion of a 360 review as a part of your performance review process.

For more information about Mercer's 360 performance evaluation solution, 360 View, [click here](#).