

## GLOBAL LEADER™ 360° ASSESSMENT



### THE AUDIENCE: WHO?

The **GlobaLeadership™ 360° Assessment** is designed to help current and potential global leaders assess their leadership capabilities by comparing self-perceptions with co-workers' perceptions. Participants discover their strengths and developmental needs through a better understanding of how others view them.

AIM's unique approach - a multi-rater feedback system in conjunction with our proprietary **GlobaLeadership™** model - provides leaders with comprehensive feedback specific to their leadership skills. Our assessment brings real, meaningful data to the process of developing successful global leaders.

### WHY IT IS IMPORTANT

Globalization, societal changes and technological advancements are forcing organizations to become more innovative in the face of 'hyper-competition.' In this environment, the role of a leader is to encourage and practice innovation as the lynchpin of competitive advantage.

Developing **GlobaLeadership™** capabilities is crucial for leaders today as they need to address a wide variety of challenges in a business environment of great uncertainty and rapid change. Leaders must now possess the skills, abilities, and knowledge to master the "new" and to work across cultures, time zones and boundaries. A leader's **GlobaLeadership™** skills impact how strategies are formulated, how decisions are made and how organizations and teams perform. By assessing **GlobaLeadership™** skills, a leader can compare his/her current behaviors with behaviors required for effective global leadership of the 21<sup>st</sup> Century.

### HOW IT WORKS

- A global leader completes a self-assessment
- At least 1 manager and 3 peers, direct reports, or clients are invited to rate the global leader
- Survey is available online 24/7
- Takes just 15 -20 minutes for each respondent to complete
- Responses are completely anonymous
- The survey consists of:
  - √ A short demographic section
  - √ 56 close-ended questions
  - √ 4 short open-ended questions
- The global leader receives a **GlobaLeadership™ 360° Feedback Report** that summarizes anonymous feedback from respondents in an easy-to-understand and constructive way. Results, including the global leader's GL Dimension scores, provide insights on areas of strength and development.
- The global leader also receives a **GlobaLeadership™ Development Guide** to assist in comprehensive development planning for effectively leading in the 21<sup>st</sup> Century.

### WHY IT WORKS

Written and researched by AIM Strategies®, our proprietary assessment tools in the **GlobaLeader™ Suite** get to the heart of global leadership skills quickly and accurately. AIM's decade-long research on effective leadership in the 21<sup>st</sup> Century stands behind these tests. This instrument has undergone extensive testing with experienced global executives, and incorporates feedback and insights from many sources.

### HOW DO I GET STARTED?

Please contact AIM Strategies® to schedule an initial consultation and learn more about our complete **GlobaLeader™ Suite**.

**AIM**®

**Applied . . .**  
Practical Applications

**Innovative . . .**  
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**Management . . .**  
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