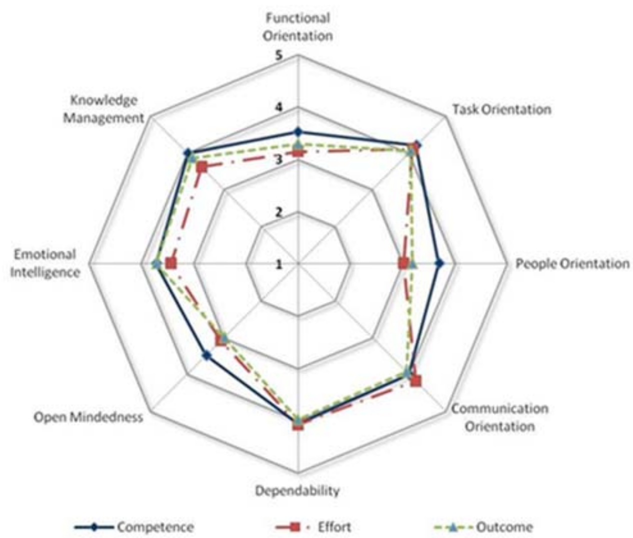
# *Fullview Leadership Profile*

The Fullview Leadership Profile is designed to bridge the gap between purely competency based and purely outcome-based measures of management and leadership performance by looking three different perspectives on performance (Competency, Effort & Outcome). The list of behaviors in this model was developed through a qualitative meta-analysis of several leading competency models. For each of the 44 management/leadership behaviors in this model, the subject will be evaluated by supervisors, peers and subordinates based on:

> **Competency**: How competent and capable is the subject relative to these behaviors?
> Level of **Effort**: Does the subject make an effort to perform relative to these behaviors?
> Quality of **Outcomes**: To what degree do the subject's outcomes relative to these behaviors help drive organizational goals?

The Fullview Leadership Profile reports individual and per ratings compared to our normative database, as well as a graphical presentation of the summary feedback from raters across 44 leadership/ management behavioral competencies, grouped into eight domains:




**Functional Orientation**: Problem Management, Results Management, Financial Management, Safety Concern, Organizational Citizenship
**Task Orientation**: Task Focus, Decision Making, Tactical Planning, Initiative, Prioritization, Multitasking
**People Orientation**: Compassion, Interpersonal Cooperation, Socialiability, Assertiveness, Seeking Input, Customer Focus, People Reading
**Communication Orientation**: Listening, Oral Communication, Presentation Skills, Written Communication
**Dependability:** Orderliness, Rule Orientation, Personal Responsibility, Trustworthiness, Timeliness, Professionalism, Organizational Loyalty
**Open Mindedness:** Tolerance of Ideas, Adaptability, Creativity, Managing Diversity, Technological Acuity
**Emotional Intelligence:** Composure, Resilience, Stress Management
**Knowledge Management:** Information Seeking, Information Management, Information Integration, Information Sharing, Position Knowledge, Organizational Knowledge, Industry Knowledge

**How does it work?** Go to www.jimmybrownphd.com and click on the Fullview Leadership Profile tab at the top. From there the subject clicks the BIG BLUE BUTTON at the bottom of the page to complete the self-rating portion of the Profile. The subject will then receive an e-mail with a link to download their self-report, and another link to provide e-mails for their raters. Each subject is asked to provide e-mails for at least 5 (preferably 10) raters will be asked for feedback. Reports will be generated in approximately 5 business, provide that at least 3 raters have responded.

**Frequently Asked Questions**

- How much does it cost? *The self-assessment ports of the Fullview Leadership Profile is* *free*. *The peer-rating portions is $49, but we are providing discount codes to individuals who agree to participate in our beta testing (targeted to go through end of 2021).*
- How long does it take to complete the Fullview Leadership Profile? *It is intended to take less than 15 minutes. Most of the participants and raters so far have reported 5-10 minutes.*
- What drove you to create the Fullview Leadership Profile? *As part of my coaching practice I use 360 assessments along with personality assessments (i.e., Birkman Method) to help leaders identify how they can improve. I had trouble locating a single 360 tools that met all my needs so set out to develop my own.*
- Can we use this as part of our performance appraisal process? *At this time, it is only recommended for development and coaching. It is not currently recommended for any kind of evaluation that would impact hiring, promotion, or compensation decisions.*
- How long do raters have (in days) to fill out the survey? Does the sponsor need to set a deadline for them? *What we usually do is send an initial invite/request, followed by a 2nd reminder one week later, and a 3rd one week after that. If we get 100% responses sooner we produce the reports sooner.*
- Should raters be expecting the email from you or how will they know it is not spam? *It will come under my e-mail cover, with a link to the assessment, and clearly identifying who the subject is.*
- Are you going to ensure raters that their answers will remain confidential and that the subject won't know who rated/said what? *Only aggregate responses and will be reported. Our system does not capture identifying information for the raters so even we won't know who has and has not provided feedback.*
- Will the subject be providing rating? *Yes, subject and at least 3 raters must complete the tool to develop a report.*
- I'm assuming I request peer feedback, when should I expect that? *The peer rating report autogenerates 5 business days after the subject provides rater e-mails. Assuming at least 3 raters have provided feedback a link to that report will be provided. If less than 3 raters have provided feedback a follow-up request will be sent. As we do not capture identifying information all subjects will receive the reminder.*

Learn more at www.jimmybrownphd.com or call 501-588-1930