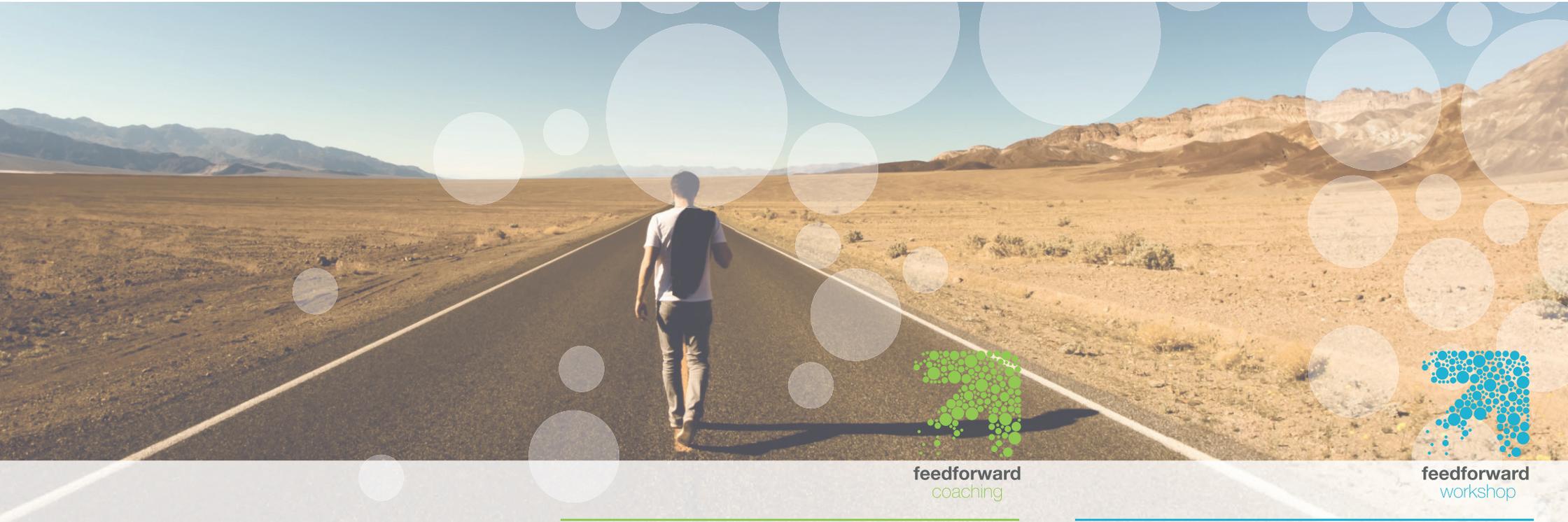




# feedforward analysis™

the mind friendly 360° feedback tool



The individual feedforward analysis™ helps you to get an insight into, and to structure your qualities, ambitions, wishes, and goals. It is based on the most important leadership and management qualities which form the foundation of High Performance Individuals, Teams and Organisations.

Individual coaching based on the feedforward analysis™ helps you to get an insight into, and to structure your qualities, ambitions, wishes, and goals. You will also learn whether your self-image corresponds to the way others perceive you, whether you should want to improve yourself, and how to do this. The result? Growth and effective personal development.

In order to create synergy, it is important to understand which dynamics impede improvement. The feedforward workshop is an effective way to determine individual and group qualities, which subsequently enables participants to start a positive dialogue and intensify synergy.

# Scientifically validated tool and leadership and management qualities

There are plenty of 360-degree feedback tools that collect information about various competencies of managers and employees. But how do you know for sure that those competencies are crucial leadership and management qualities that can facilitate High Performance Teams and Organisations? And how do you know whether the feedback tool, which you apply to collect information, including the accompanying report, actually brings about improvements? You don't.

This was the kick-off for a comprehensive research on feedback tools. Together with her team, Muriel Schrikkema MSc developed the brain friendly 360-degree feedforward analysis™ tool. The scientific team of Dr. André de Waal MBA validated the list of leadership- and management qualities.

The result:

- a brain friendly 360 degree feedback tool
- with a validated list of leadership and management qualities

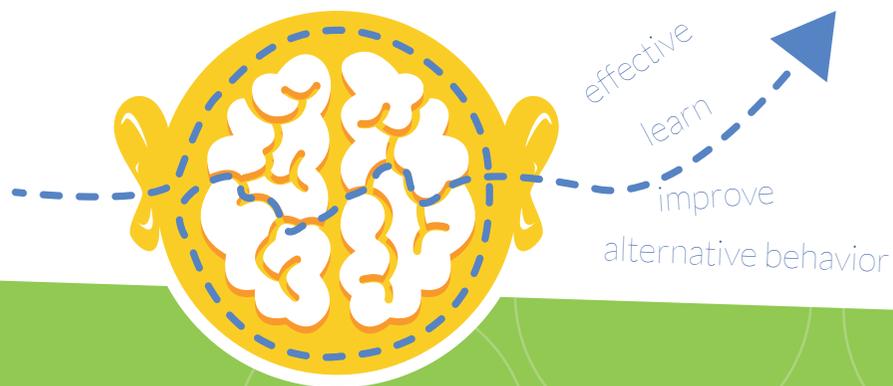


# better performance thanks to the mind friendly and scientifically validated feedforward analyse™

Feedback is essential for the success of your team and organisation. Unfortunately, a lot of 360 degree feedback tools are not as effective as they are aimed to be. More and more research on how the brain works shows that it is very difficult for people to cope with feedback. Scientists now claim that feedback does not stimulate growth and improvement and therefore learning, but often has even an adverse effect. Also, feedback does not always regard the essential qualities that are necessary for improvement.

The feedforward analysis™ helps you to build a High Performance Individual, Team and Organisation, based on validated management and leadership qualities. It creates an inclusive culture in which people dare to call each other to account, and it improves co-operation. It will help to put together more successful and more diverse teams.

With feedforward improvement is more natural and therefore more fun!



*“There really lies added value in discussing your personal results with a feedforward coach. It makes me aware of the qualities I can use to improve other qualities.”*

**Manager Sales Support - Heineken**

“

# feedforward experts use the feedforward analysis™ in three different ways:

## ➤ individual feedforward analysis™

- leadership programmes
- management development programmes
- recruitment and selection
- development and result-oriented performance appraisal

## ➤ individual coaching

- Personal leadership: personal development issues
- Career essentials: career, positioning and balance-finding issues

## ➤ feedforward workshops

- Improve co-operation
- Fully employ the team's potential
- Stimulate improvement and innovation
- Create a positive culture in which people dare to call each other to account
- Put together a High Performance Team

“

*“Feedforward is very stimulating. It identifies the points of development.  
The feedback session made me believe that I can actually do it!”*

**Head Central Personnel - Foundation for Fundamental Research on Matter**

# how does a feedforward analysis™ work?

- 1 Contact us via the contact form. Together we will discuss your goal and the purpose of the feedforward analysis™ (for individual or team coaching, workshop, etc.).
- 2 You will receive an Excel sheet containing the details of the participant(s) (name, email address, position, start date, end date, etc.).
- 3 Each participant receives an invitation by email (in English or Dutch) to select his or her personal qualities. Afterwards, the participant receives an email containing explanation and an example text which he or she can forward to the respondents, who shall be the feedforward 'givers' (colleagues from different levels within the organisation as well as external relations).
- 4 Up until the closing date, the participant receives a weekly overview on the number of respondents. It is also possible to add additional respondents until that date.
- 5 When there are five or more respondents, the participant receives his or her personal report as a PDF file (English/Dutch).
- 6 Depending on the follow-up (coaching, workshop, leadership programme, etc.), the participant receives a homework assignment and/or the personal results with reference to the group results.



all of the benefits



# feedforward analysis™

the mind friendly 360° feedback tool



validated  
management and  
leadership qualities



instigates action



a stimulating  
report



suitable for  
all employees



clear and fair  
fees



multilingual



individual,  
team and/or  
organisation



scalable up to  
360°  
feedforward



challenging  
insights



participant  
and  
respondent friendly



brain friendly;  
actually instigates  
learning



user-friendly  
and safe software

## contact details

Our mission drives us every day to help our clients building a High Performance Team and Organisation, based on the feedforward analysis™. How can we support you?

- t. 035 – 603 7979
- [info@feedforwardanalysis.com](mailto:info@feedforwardanalysis.com)
- [www.feedforwardanalysis.com](http://www.feedforwardanalysis.com)