



feedforwardanalysis™
the mind friendly 360° feedback tool



certified partner



Whether it is for recruitment, for a management development program, a leadership program, a workshop, or an improvement plan, as a trainer / coach / consultant / recruiter you want to make a difference with your own clients and relations. Feedforward Analysis™ is a unique and positive 360-degree feedback tool that supports you in this. To become a certified partner, all you need to do is take the eCourse, after which you will be able to offer feedforward to your clients and relations.

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

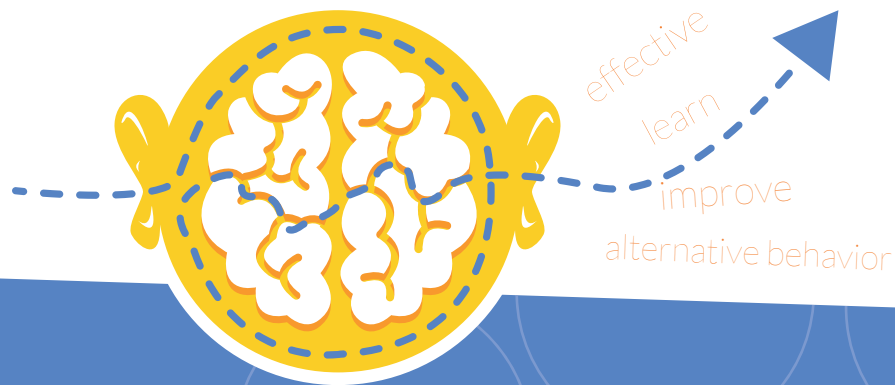


better performance thanks to the mind friendly and scientifically validated feedforward analysis™

Feedback is essential for the success of your 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!



"For me, feedforward confirms my personality, how I act, and it gives me insight into how I can use my qualities even more effectively."

Manager Sales Support - Heineken

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use the feedforward analysis™ at customers and relationships with:

- organisations and individuals that aspire to become High Performance;
- managers and employees who want to develop themselves;
- teams and boards that want to improve co-operation;
- leadership and management development programmes that need a real impact;
- effective change and improvement programmes;
- recruitment managers who want to make the right choices;
- the ambition to create more diverse teams;



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*“The feedforward analysis provides much clearer, more direct and recognisable points.
Without plain numbers!”*

Front Office & Reservations Manager - Park Plaza Hotels

how to become a certified feedforward partner?

- 1 Contact us via the contact form. Together we will agree on the certification programme, promotion materials, the number of software users, and sign the agreement.
- 2 The users will complete the eCourse in English or Dutch (information about feedforward, validated leadership and management qualities, and advice on how to report about the individual and group qualities) after which they will receive a login code that provides access to the feedforward software.
- 3 The software (English/Dutch) is self-explanatory, but brief tutorial videos are available. The users can create feedforward analyses™ for clients (inter alia, via automatic upload of participants), email texts and the landing page can be adjusted according to needs and requirements, and individual and group reports can be downloaded.
- 4 At the end of every quarter, you will receive an invoice for the license fee per user and the number of completed feedforward analyses™ in that quarter.
- 5 Certified users can provide their reports for the individual respondents or apply the reports in leadership, coaching, management development, change, or recruitment and selection programmes, assessments, etc.
- 6 You will receive the feedforward partner logo and marketing and information materials (English/Dutch). You can offer the feedforward analysis™ individually, or as a part of leadership, coaching, management development, change, and recruitment and selection programmes, assessments, etc.

You can determine your own fees for the feedforward analysis you sell.



all of the benefits



feedforwardanalysis™
the mind friendly 360° feedback tool



attractive
earnings



start
immediately



comprehensive
support



Validated
management and
leadership qualities



instigates
action



a stimulating
report



suitable
for all
employees



multilingual



individual, team
and/or
organisation



scalable up to
360°
feedforward



challenging
insights



participant
and respondent
friendly

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?

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