**GLOBALEADER™ 360° ASSESSMENT**

**THE AUDIENCE: WHO?**

The GLOBALEADER™ 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 GLOBALEADER™ 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 GLOBALEADER™ 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 GLOBALEADER™ skills impact how strategies are formulated, how decisions are made and how organizations and teams perform. By assessing GLOBALEADER™ skills, a leader can compare his/her current behaviors with behaviors required for effective global leadership of the 21st 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:
  - 56 close-ended questions
  - 4 short open-ended questions
- The global leader receives a GLOBALEADER™ 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 GLOBALEADER™ Development Guide to assist in comprehensive development planning for effectively leading in the 21st 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 21st 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.