360 degree Selection Criteria: Key Questions to Consider *

1. What does the scale assess and are its limitations acknowledged and accepted by the purveyors of the assessment?

2. Are the claims made about the utility of the assessment justified by research? How much is about marketing "hype"?

3. Do the purveyors appear to engage in deceptive and misleading advertising?

4. Do the purveyors of the assessment practice research transparency and invite research on their scale? Is there a good basis for believing any claims made and if so what is it?

5. Does the scale invite further research with associated measures or other important measurables?

6. Are the ethics of implementation and advertising about the scale consistent with the Australian Psychological Society's Code of Ethics for such practice?

7. Is the data collected secure? Is the purveyor "privacy compliant" in Australian law?

8. How much does it rely on norms for cogency? If so, is this helpful for individual and group learning – and if so how?

9. Is there strong published research that relates the scale as a reliable measure across diverse groups to desired outcomes for the institution?

10. How much published research is there that supports the reliability and validity of the scale being used – and to what extent is this at tier 1 journal level having been through the blind peer review process.

11. Have any meta-analyses been done on studies about this scale and published in the literature?

12. Are there outcome measures for performance in the organisation that can be linked to assess impacts of training with the scale outcomes?

13. Are there published Confirmatory Factor Analyses (CFAs) concerning the scale that support its dimensions as promoted?

14. Does the scale pass the local "face validity test?" Is not in some way is this a question of "educating" the raters?

15. How useful is the resultant report for subsequent training and development?

16. How "memorable" are the objectives for development that arise from the assessment report?

17. How many items does the scale have? Is this a difficulty that would prevent inclusiveness of raters in the collection of data because the survey takes more than 15 minutes to complete.

18. Is all the data collected reported and if not how is it summarised and interpreted?

19. Does the survey implementation allow for voluntary participation by raters and if so how is this done?

20. How is confidentiality maintained to ensure the recipients of feedback cannot identify individual raters? Is this approach successful?

21. How much does it cost? Are there discounts for volume?

22. Is training in the facilitation of report feedback available? Is it required? What assurance is there about feedback being competently and professionally handled?

See also 'What is important in leadership assessment and development?' At www.mlq.com.au

* Number order does not necessarily indicate priority in this list.

An MLQ Pty Ltd Accredited Network Resource