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NEW 360° FEEDBACK OFFERING IN LEADERSHIP AND COMMUNICATION SKILLS FOR TOP EXECUTIVES

A new 360° feedback offering has been developed to assist business leaders in developing their communication and leadership skills by analyzing feedback from their peers and juniors. The programme was designed by **The Aziz Corporation** to enable managers to improve their communication and managerial skills in a targeted way, taking their current performance as a starting-point.

Professor **Khalid Aziz**, Chairman of The Aziz Corporation, commented: “Business leaders are often promoted because of their expertise in the technical areas of their role, whether this is in accountancy, IT, sales, or any other discipline. But being good at your job doesn’t automatically mean you will be a successful leader of people. In fact, for managers the most important quality is the ability to lead through effective communication with others.”

“However, it’s lonely at the top, and at precisely the time when feedback on their leadership qualities is needed most, senior managers become isolated by their status. They have fewer people above them telling them how they’re doing, and those below them often don’t feel able to raise any issues. Services like our 360° offering eliminate the risk of senior managers being consigned to the ivory tower, enabling them to receive feedback in a way which protects the anonymity of those that report to them”.

The bespoke 360° service, which will be included as a free addition to the company’s existing services, assesses a manager’s skills in ten core communication areas, including awareness of others, emotional control and initiative. The online questionnaire is filled in by the manager himself and up to eight of his colleagues, juniors and clients or customers as appropriate. The results are then collated and presented to the manager as part of the diagnostics session with The Aziz Corporation.

A follow-up session is then held three months after the training programme has been completed, when the effects of the individual’s improvement will have been felt within their organisation. Respondents are invited to fill in the same questionnaire once more, and progress is reported at a second one-to-one meeting with a consultant from The Aziz Corporation.

Professor **Khalid Aziz**, explained:

“Although the use of 360° appraisals is wide-spread, our new offering is specific to the communication and leadership skills needed by those who want to become better people-managers. The feedback is more than just a report to be read and put on a shelf: any issues which are uncovered can be addressed in the service we offer. This allows managers to target their weaker areas and become inspirational leaders.”

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Professor **Khalid Aziz** of The Aziz Corporation is available for interview on this story. If you would be interested in speaking with Khalid then please visit our [Contact us page](#).



Notes to Editors

The Aziz Corporation

The Aziz Corporation is the UK's leading independent executive communications consultancy. Its mission is to add value to businesses by ensuring their people are effective communicators. Consultancy services offered by the Aziz Corporation include presentation skills, cross cultural communications, media training, crisis management, image consultancy and voice development.

About the survey

This survey was completed by 205 senior managers and directors of major companies based across the United Kingdom.