



Distributed by:



**Team Builders Plus**  
One Organization. *OneTeam.*

1873 Route 70 East  
Suite 302  
Cherry Hill, NJ 08003 USA  
+1.856.596.4196

[www.TeamBuildersPlus.com](http://www.TeamBuildersPlus.com)  
[www.360-DegreeFeedback.com](http://www.360-DegreeFeedback.com)

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## What is 20/20® Insight GOLD?

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20/20® Insight GOLD is an extremely user-friendly software that lets you create and use practically any kind of multi-source feedback survey you can imagine-including 360-degree feedback projects, pre- and post-training competency surveys, team and organization climate surveys, customer satisfaction surveys, and many more!

During the past 12 years, more than a million people have participated in 20/20® Insight GOLD feedback projects. And it's the most versatile, economical onsite survey software on the market today.

### **Options for using the program**

**On-site Management** - Purchase the system package and manage the assessment process in-house.

**Service Bureau** - Outsource survey administration: Team Builders Plus utilizes the 20/20® Insight GOLD to run your projects for you.

## System Components

20/20<sup>®</sup> Insight GOLD's V4.0 is an amazingly flexible, automated feedback system. The combination of locally installed administration software, web-based assessments and resources for facilitators makes it the complete feedback solution for your organization.

ALL of these items are included in the system package that you purchase and install in-house:



### Administration Software

This part of the 20/20<sup>®</sup> Insight GOLD system allows you to manage user licenses and set up survey projects quickly and easily. You can conduct multiple projects simultaneously and aggregate report data from as many projects as desired. The Survey Library contains more than 1,100 survey items in over 140 categories, and detailed developmental recommendations are included for all three leadership surveys. Use them "as is" or customize them to fit the requirements of your organization. You can also add your own surveys to the library.



### WebResponse Software

WebResponse is housed on a web server (hosted on a dedicated server or installed on your internal server). Uploading and downloading project data to the web is a simple one-click "Synchronize" function. Participants complete their assessments, and you can also set different levels of permission for subjects to select their respondents - all on the web.



### 20/20 PowerUser

This CD contains valuable resources for learning about 360-degree feedback and implementing all aspects of the survey process. It provides case studies, articles and facilitator resources for conducting workshops for participants.

With your purchase of the 20/20<sup>®</sup> Insight GOLD system package, you also receive:

- FREE software upgrades
- Training for one person via (a) two-day Administrator Course in Newport News, VA, or (b) telephone training sessions
- FREE technical support on an 800 number for the first year (completion of training is required to qualify)
- Complete online Help system, User's Guide, & Instructional videos
- Wizards that make project set-up painless and fast
- Synchronize function to upload/download survey data with a single click

## Administration Software

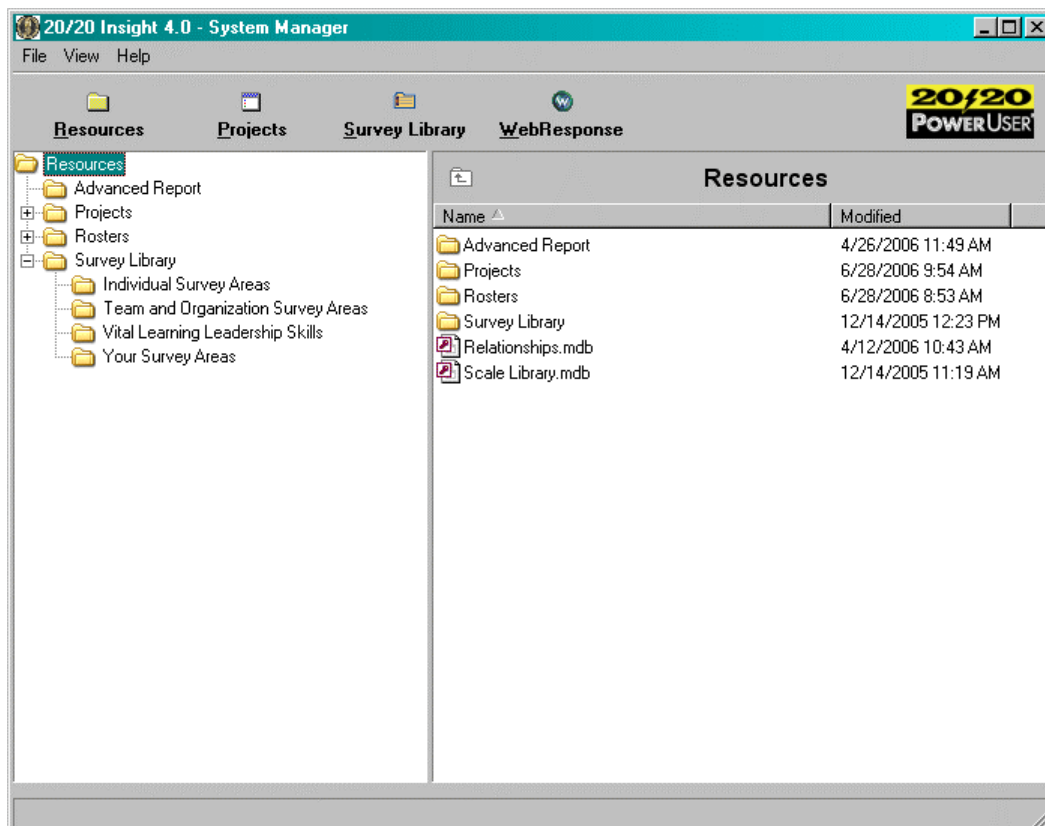
The 20/20<sup>®</sup> Insight GOLD Administration Software manages all your surveys. You can install the program on your PC or on your organization's network, if more than one person will administer surveys. The software is intuitive and easy to master, so you can begin setting up projects almost immediately.

You'll use the Administration Software to:

- Set up subjects, respondents, survey questions and rating scales
- Create and collect respondent assessments
- Print individual reports, summary project reports and multi-project aggregate reports

The Administration Software has two areas: **System Manager** and **Project Manager**

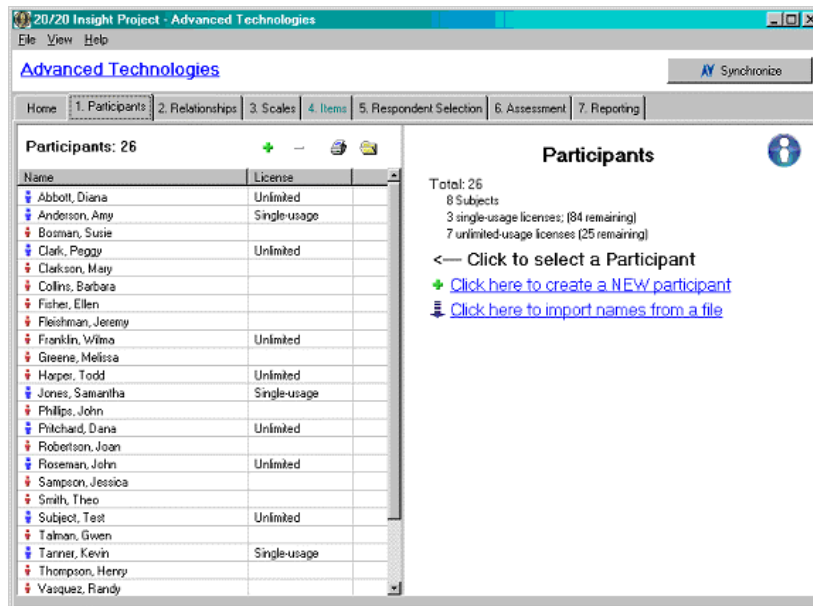
**System Manager** is like a large file cabinet that contains the folders and files you'll access when setting up your surveys. You can set up and store an unlimited number of projects (surveys) here. You'll find a wealth of standard resources, such as our extensive Survey Library, which contains more than 1,100 items. System Manager also stores the files you create, such as rosters of participants and customized survey items. You'll access them when setting up your assessment projects.



**Project Manager** contains all the elements used in the administration of a specific project. There are 7 easy steps for setting up your survey, conveniently displayed as a Checklist on the home page of each project.

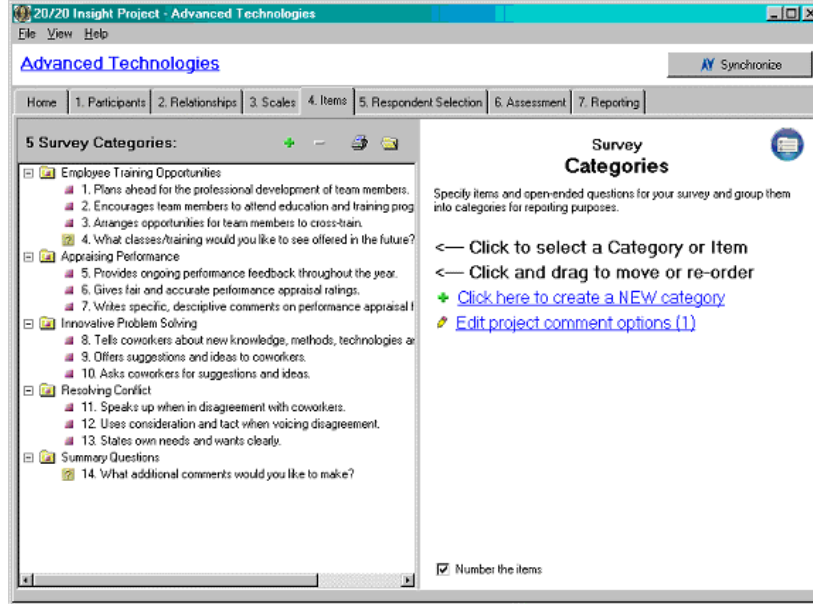


**Step 1. Participants.** You'll create the list of participants here. You can import the names from a roster you set up in System Manager or directly from an Excel spreadsheet. Individuals receiving feedback (subjects) have a blue icon next to their name, while those providing feedback (respondents) have a red icon. Subjects must have a "usage license" assigned to them, either a *single*-usage license (use one time in a single project) or an *unlimited* usage-license (use multiple times in as many projects as desired).

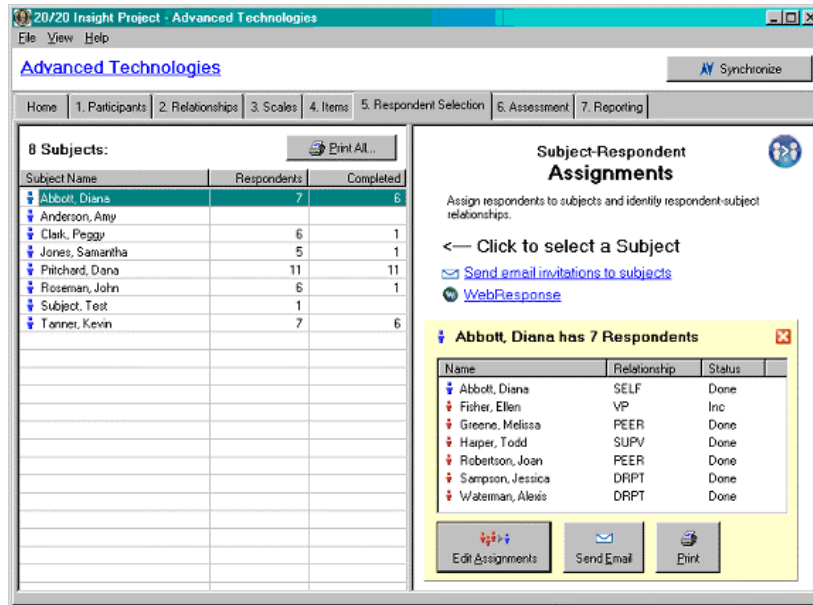




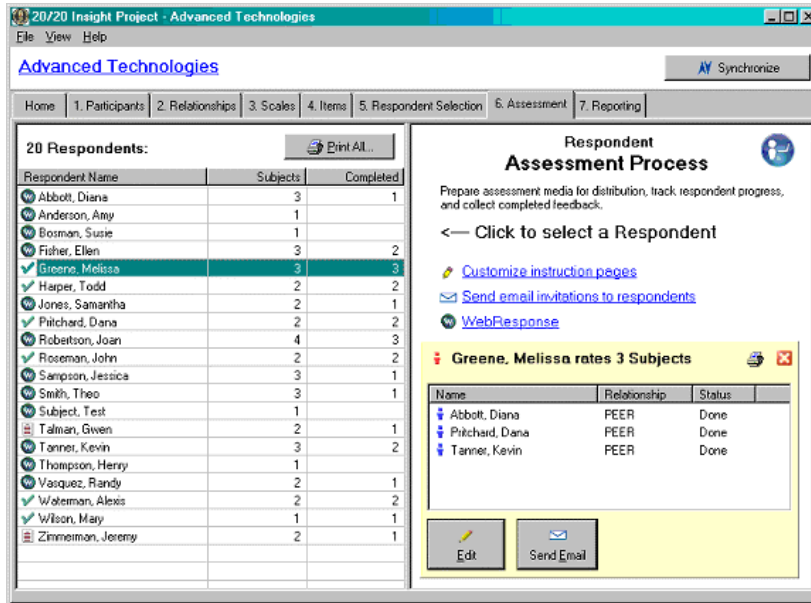
**Step 4. Items.** Here, you'll select the survey items that will be included in the assessment. You can choose from the hundreds of items in the Survey Library or add your own set of competencies - or a combination of the two. Items can be scaled or open-ended, and you can set up your project so respondents can provide comments for any or all of the scaled items.



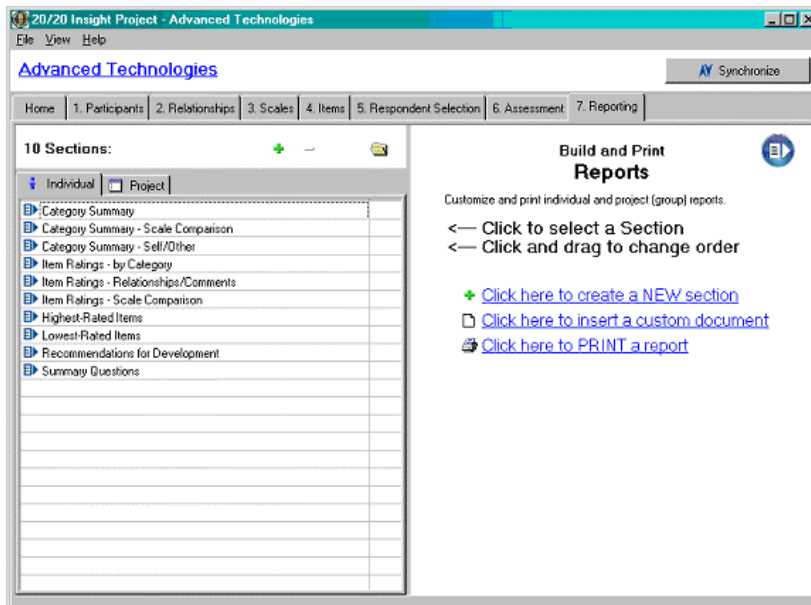
**Step 5. Respondent Selection.** 20/20<sup>®</sup> Insight GOLD gives you two options for assigning respondents to each subject: administrator-controlled or subject-controlled. The **administrator** can assign respondents and relationships to each subject in Step 5, OR you can let **subjects** select their own respondents on the web.



**Step 6. Assessment.** This step allows you to: (1) customize the instruction screens that respondents see when they first login to their assessment; (2) preview the list of subjects assigned to each respondent; (3) prepare and distribute assessments using either web or paper; and (4) collect and track completed assessments.



**Step 7. Reporting.** After you collect all responses, and you're ready to print reports, you can easily select and customize the report sections you want. You can also insert text documents anywhere in the report if you have additional information you'd like to include. You're able to preview reports before printing them to ensure they have the desired sections. Then you can print a hard copy or create a PDF file of each report. Reports for one individual or for the entire project (all subjects) are created in this step.



## System Customization

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With 20/20<sup>®</sup> Insight GOLD, you can tailor almost any aspect of a feedback project - at no extra charge! You can customize all these project elements:

**Survey Areas** - Modify any of the 1,100+ items in our Survey Library, and add your own survey areas, categories and items to the Library. (see next page for more information on the Survey Library).

**Measurement scales** - Create scales from 2 points to 12 points in length. You can use different scale names and descriptors for each category.

**Types of projects** - Request any kind of multi-source input or feedback. Use scales, open-ended questions or a combination of both.

**Comments** – Variable number of comment fields. Have respondents enter comments after every item, category or survey to provide clarifying feedback. You can even display comments broken out by relationship type in the report.

**Relationship types** - Choose from standard perspectives such as peer, team member and manager, or create customized relationship types for break-out in reports.

**Instructions and messages** - Customize on-screen instructions for respondent assessments as well as the email messages you send to participants.

**Developmental recommendations** - Three leadership surveys (Executive Leadership, Team Leadership and Personal Leadership) contain recommendations for development for every item. You can edit the recommendations or add locally available resources for any survey item.

**Report formats** - Select from dozens of report templates or create your own. Print report sections in any sequence you like. Insert customized text pages anywhere in the report.

**Report printing** - View reports onscreen before printing. You can print to a PDF file or a hard copy, and you can automatically email the PDF report to subjects.

## Survey Library

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20/20® Insight GOLD's extensive Survey Library means you now have a survey software package that can be used for not only for 360 feedback, but measuring performance improvement, organization surveys, customer feedback and more.

### **Individual Surveys**

**Measuring performance improvement** - Administer customized surveys based on course objectives before and after training to determine if the skills taught in training transfer to improved performance on the job.

**Leadership development** - Diagnose skill strengths and areas for development of executives, managers and supervisors.

**Managers' coaching skills** - Find out how effective managers are at coaching their direct reports about on-the-job performance.

**Individual skill development** - Have team members give each other feedback about personal leadership, team interaction and workplace skills.

### **Team and Organization Surveys**

**Team development** - Assess team issues by collecting input from a variety of customers and stakeholders.

**Needs assessment** - Study aggregate performance data to decide how much to invest for training and development programs.

**Organizational climate surveys** - Collect information about your organization's vision, values, policies, structure, communication and management support.

**Post-training survey of organizational support** - Survey participants of your training programs to find out if the current policies and systems support the application of new skills.

**Customer satisfaction surveys** - Get feedback from customers to find out what you need to change to create loyal customers.

### **Special Applications**

**Competency development** - Get feedback about draft competency lists. Ask stakeholders to rate the importance of the behaviors.

**Market research** - When you're considering a new product or service, gather input first from potential and current customers to find out what they really want.

## Survey Items

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Research shows that an effective survey item:

- Begins with an ACTION VERB
- Describes an OBSERVABLE behavior
- Describes ONLY ONE behavior
- Describes an IMPORTANT behavior
- Is stated as a POSITIVE, desired behavior
- Is stated in CLEAR LANGUAGE
- Is FREE OF BIAS - sexual, racial or cultural
- Taken together with all of the other items, SUFFICIENTLY DEFINES the category

All of the items developed for the Survey Library in **20/20® Insight GOLD** meet each of these standards.

As an example, here are the items in the Listening category of the Personal Leadership survey area:

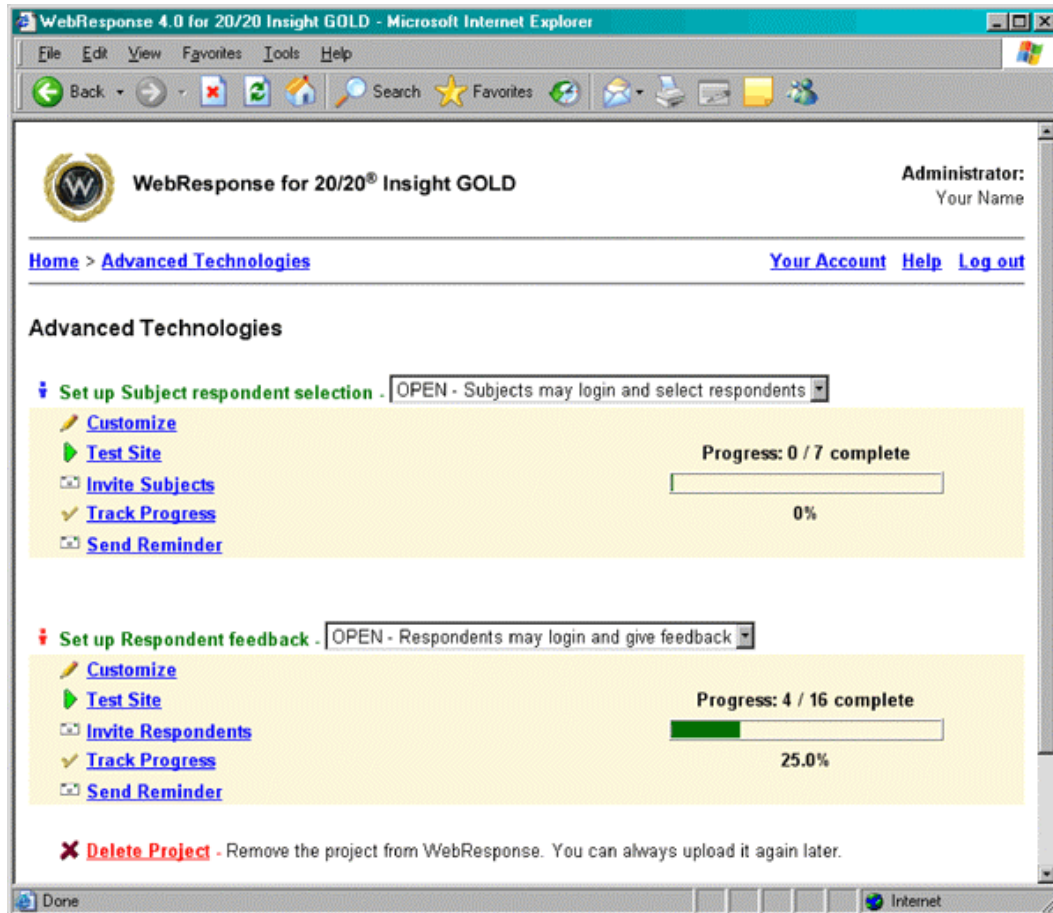
### Listening Category

1. Invites contact--is easy to approach and talk to.
2. Listens to others without interrupting.
3. Listens to others without changing the subject.
4. Listens to others without finding fault.
5. Listens to others without reacting emotionally.
6. When listening, gives full attention to the speaker.
7. Shows genuine interest when another person is speaking.
8. When listening, maintains appropriate eye contact with the speaker.
9. When listening, encourages the speaker to continue talking in order to get more information.
10. When listening, asks questions to check understanding.
11. When listening, checks the meaning of the speaker's tone of voice, gestures and facial expressions.
12. When listening, summarizes the speaker's thoughts, feelings and ideas.

## WebResponse

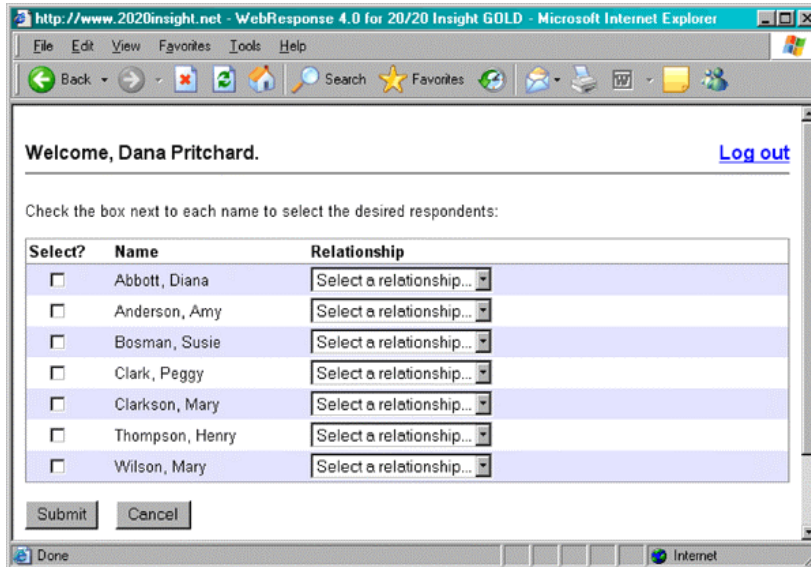
The WebResponse Software operates on a web server and connects to the Administration Software. With a single click, you upload project questionnaires to WebResponse and download completed assessments to the Administration Software.

When you login to WebResponse, you'll see this screen for a specific project. Here, you'll control the settings for subjects and respondents, send notifications and reminders to participants, and track their progress.



## Subject Selection of Respondents

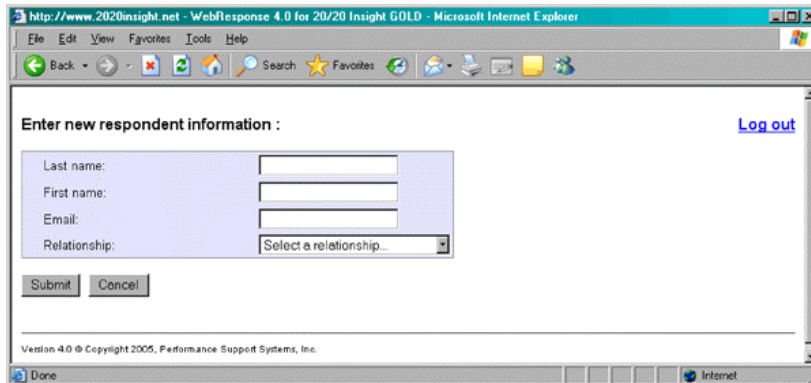
You can assign respondents to each subject within the Administration Software (see Step 5 of Project Manager), OR you can permit subjects to select their own respondents on the web. With the second option, you can set up different levels of subject control. You can permit them to select or de-select names from a list you provide and indicate each person's relationship to them...



The screenshot shows a web browser window with the address bar displaying 'http://www.2020insight.net - WebResponse 4.0 for 20/20 Insight GOLD - Microsoft Internet Explorer'. The page content includes a welcome message 'Welcome, Dana Pritchard.' with a 'Log out' link. Below this is a prompt: 'Check the box next to each name to select the desired respondents:'. A table follows with columns for 'Select?', 'Name', and 'Relationship'. The table lists seven individuals, each with an unchecked checkbox and a dropdown menu for relationship selection. At the bottom of the table are 'Submit' and 'Cancel' buttons.

Select?	Name	Relationship
<input type="checkbox"/>	Abbott, Diana	Select a relationship...
<input type="checkbox"/>	Anderson, Amy	Select a relationship...
<input type="checkbox"/>	Bosman, Susie	Select a relationship...
<input type="checkbox"/>	Clark, Peggy	Select a relationship...
<input type="checkbox"/>	Clarkson, Mary	Select a relationship...
<input type="checkbox"/>	Thompson, Henry	Select a relationship...
<input type="checkbox"/>	Wilson, Mary	Select a relationship...

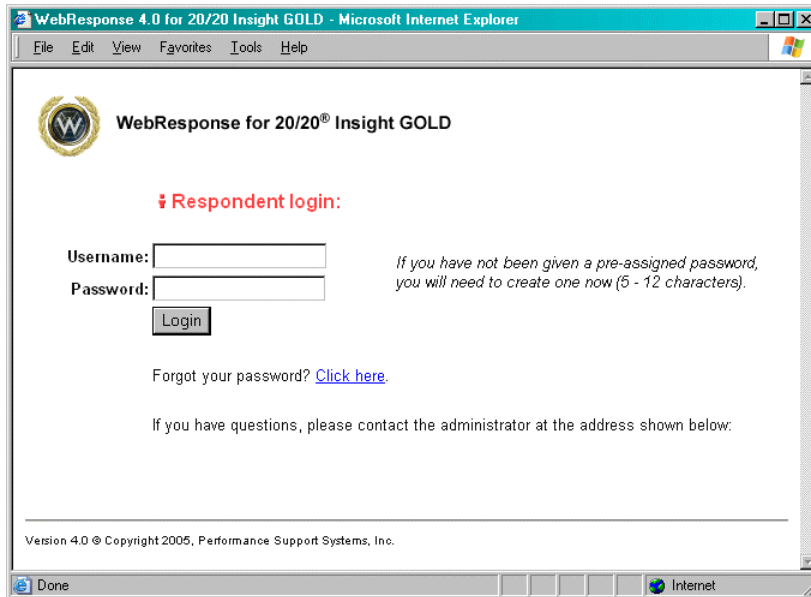
...and you can also give subjects permission to add names and email addresses of individuals.



The screenshot shows a web browser window with the address bar displaying 'http://www.2020insight.net - WebResponse 4.0 for 20/20 Insight GOLD - Microsoft Internet Explorer'. The page content includes a form titled 'Enter new respondent information :'. The form has four input fields: 'Last name:', 'First name:', 'Email:', and 'Relationship:'. The 'Relationship:' field is a dropdown menu. At the bottom of the form are 'Submit' and 'Cancel' buttons. A 'Log out' link is visible in the top right corner. At the bottom of the page, there is a small copyright notice: 'Version 4.0 © Copyright 2005, Performance Support Systems, Inc.'

## Respondent Assessments

Survey participants access web assessments online with a secure username and password. If they forget their password, a reminder link sends them an email without involving the administrator.



The screenshot shows a web browser window titled "WebResponse 4.0 for 20/20 Insight GOLD - Microsoft Internet Explorer". The page content includes the following elements:

- Logo: A circular logo with a stylized 'W' inside a gold ring.
- Page Title: "WebResponse for 20/20® Insight GOLD"
- Section Header: "Respondent login:" in red text.
- Form Fields: "Username:" and "Password:" labels followed by text input boxes.
- Text: "If you have not been given a pre-assigned password, you will need to create one now (5 - 12 characters)." located to the right of the password field.
- Button: A "Login" button below the password field.
- Text: "Forgot your password? [Click here.](#)"
- Text: "If you have questions, please contact the administrator at the address shown below."
- Footer: "Version 4.0 © Copyright 2005, Performance Support Systems, Inc."

The browser's status bar at the bottom shows "Done" and "Internet".

## Customizable Survey Formatting

Flexible settings let you include one item per page or all items for a given category on a single page (shown here). Items can be displayed with single or multiple comment fields. Surveys can easily incorporate both numeric and text-only items. Respondents can answer just a few questions, save what they've done, and return later to respond to the rest.

The screenshot shows a web browser window with the address bar displaying "http://www.2020insight.net - WebResponse 4.0 for 20/20 Insight GOLD - Microsoft Internet Explorer". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The toolbar contains icons for "Back", "Forward", "Home", "Search", "Favorites", "Print", "Stop", "Refresh", and "Home".

At the top right of the page, there are two buttons: "Save & Review" and "Next >>".

The main content area is titled "Give feedback to... Peggy Clark:" and "Category: Employee Training Opportunities".

The first question is "Plans ahead for the professional development of team members." labeled "#1 of 14".

Below the question, it says "Please rate..." and "Agreement: How strongly do you agree that Peggy Clark performs this action well?".

The rating scale consists of radio buttons numbered 1 through 10. Below the numbers are labels: "N/A", "Strongly disagree", "Disagree", "Mildly agree", "Agree", and "Strongly agree".

Below the rating scale, it says "Please describe specifically..." and "Comments: Please be fair, not personal." followed by a text input field.

The second question is "Encourages team members to attend education and training programs." labeled "#2 of 14".

Below the question, it says "Please rate..." and "Agreement: How strongly do you agree that Peggy Clark performs this action well?".

The rating scale consists of radio buttons numbered 1 through 10. Below the numbers are labels: "N/A", "Strongly disagree", "Disagree", "Mildly agree", "Agree", and "Strongly agree".

Below the rating scale, it says "Please describe specifically..." and "Comments: Please be fair, not personal." followed by a text input field.

At the bottom of the browser window, the status bar shows "Done" and "Internet".

Upon completion of their questionnaires, participants can review their responses for each question on a single page. They can make changes or additions until you close the project or take it off-line.

# 20/20 PowerUser



While the Administration Software is a platform for setting up all kinds of surveys, the 20/20 PowerUser CD provides your HR staff with references and tools for implementing 360-degree feedback and other types of surveys.

The Home page shows the wealth of information included in this valuable resource.

The screenshot shows the website's home page with a yellow and black header. The main content area is white with a yellow background at the bottom. It features a large heading 'Welcome to 20/20 PowerUser!' and several columns of text and links. A laptop icon is positioned next to the 'Get the most out of 20/20 Insight GOLD' text.

Unleashing the power of feedback

360 Articles | Tips & FAQs | About 20/20 | Power Applications | Case Studies | Facilitator Resources | Train-to-Ingrain

**20/20 POWERUSER**

**Welcome to 20/20 PowerUser!**

The 20/20 Insight GOLD administration software is a platform for setting up an amazing variety of surveys and gathering all types of feedback, and 20/20 PowerUser gives you information and tools to effectively implement all aspects of the survey process.

**360-degree feedback in perspective...**  
Dennis E. Coates, Ph.D. and CEO of Performance Support Systems has written several articles to educate and enlighten about best practices.

**Tips for implementing 360-degree feedback...**  
Whether you're implementing 360-degree feedback for the first time or have some experience, you'll find valuable information about doing it right. Get answers to more than 60 frequently asked questions.

**About 20/20 Insight GOLD v. 4.0...**  
You'll appreciate the capabilities of this powerful feedback software as you experience the showcase, sample survey items from the extensive Survey Library, and sample reports.

**The Power Applications: How to set up 20/20 Insight GOLD...**  
Discover the different ways you can use 20/20 Insight. Get suggestions for selecting the subjects, respondent relationships, items, and scales for each application when setting up your project.

**Case Studies...**  
Discover what organizations like yours have achieved by using 20/20 Insight.

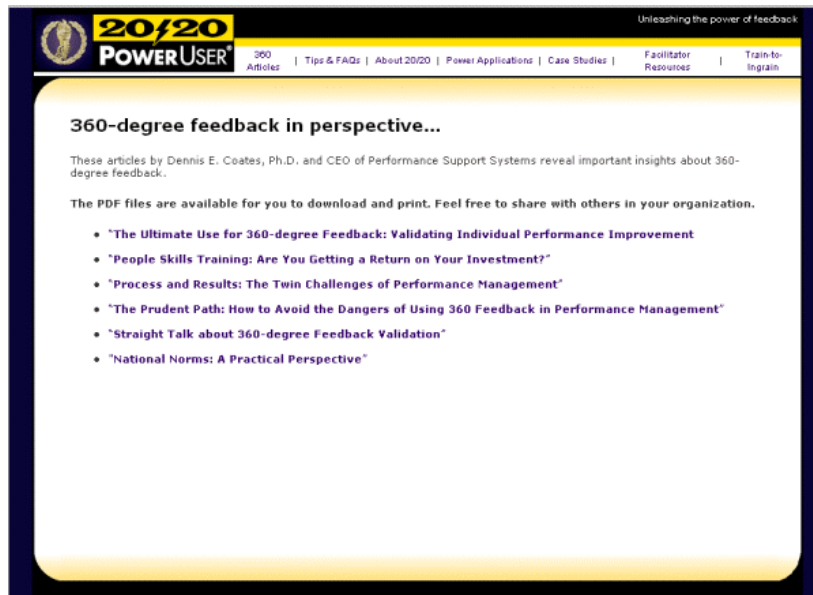
**Facilitator Resources...**  
Access lesson plans, scripts and PowerPoint files for conducting pre-and post-assessment sessions for participants.

**About Train-to-Ingrain...**  
This unique reinforcement-intensive approach to training and development is designed to produce permanent changes in behavior. 20/20 Insight is an essential tool in the Train-to-Ingrain process.

- "Improving Individual Workplace Performance" – a guide for HR professionals
- "Executive Summary"

Get the most out of 20/20 Insight GOLD

"**360-degree feedback in perspective...**" includes articles about best practices when implementing 360-degree feedback. Get the "real story" about why you'll want to use 360 for development and not for compensation.



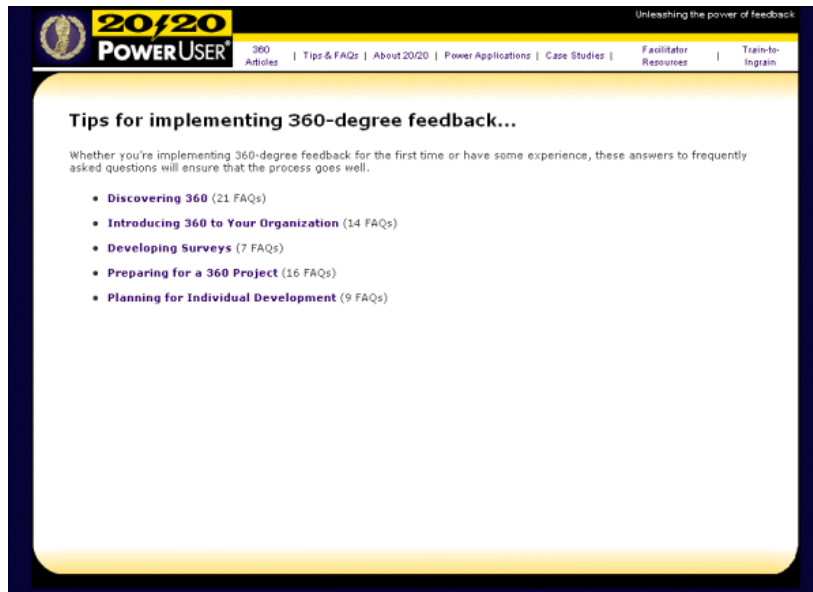
The screenshot shows a website header with the logo "20/20 POWERUSER" and the tagline "Unleashing the power of feedback". A navigation menu includes "360 Articles", "Tips & FAQs", "About 20/20", "Power Applications", "Case Studies", "Facilitator Resources", and "Train-to-Ingram". The main content area is titled "360-degree feedback in perspective..." and contains the following text:

These articles by Dennis E. Coates, Ph.D. and CEO of Performance Support Systems reveal important insights about 360-degree feedback.

The PDF files are available for you to download and print. Feel free to share with others in your organization.

- "The Ultimate Use for 360-degree Feedback: Validating Individual Performance Improvement"
- "People Skills Training: Are You Getting a Return on Your Investment?"
- "Process and Results: The Twin Challenges of Performance Management"
- "The Prudent Path: How to Avoid the Dangers of Using 360 Feedback in Performance Management"
- "Straight Talk about 360-degree Feedback Validation"
- "National Norms: A Practical Perspective"

"**Tips for implementing 360-degree feedback...**" provides answers to more than 60 commonly-asked questions about 360 feedback. You'll get specific, practical suggestions for topics such as: ensuring successful introduction and implementation of 360 to your organization, developing first-class survey items and helping people plan for follow-up after they receive their feedback.



The screenshot shows the same website header as the previous image. The main content area is titled "Tips for implementing 360-degree feedback..." and contains the following text:

Whether you're implementing 360-degree feedback for the first time or have some experience, these answers to frequently asked questions will ensure that the process goes well.

- **Discovering 360** (21 FAQs)
- **Introducing 360 to Your Organization** (14 FAQs)
- **Developing Surveys** (7 FAQs)
- **Preparing for a 360 Project** (16 FAQs)
- **Planning for Individual Development** (9 FAQs)

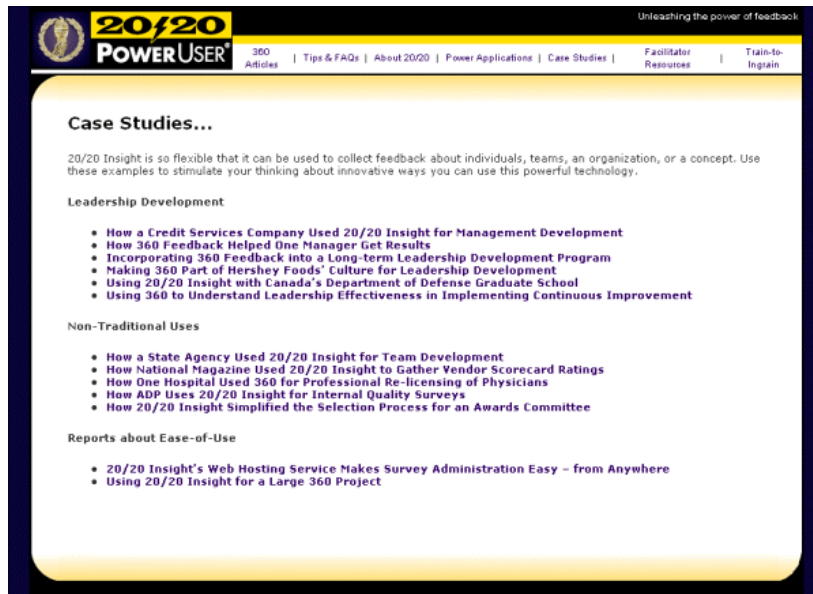
"About 20/20<sup>®</sup> Insight GOLD v. 4.0..." helps you learn more about the features and functions of the program, with sample reports and sample items from the extensive Survey Library.



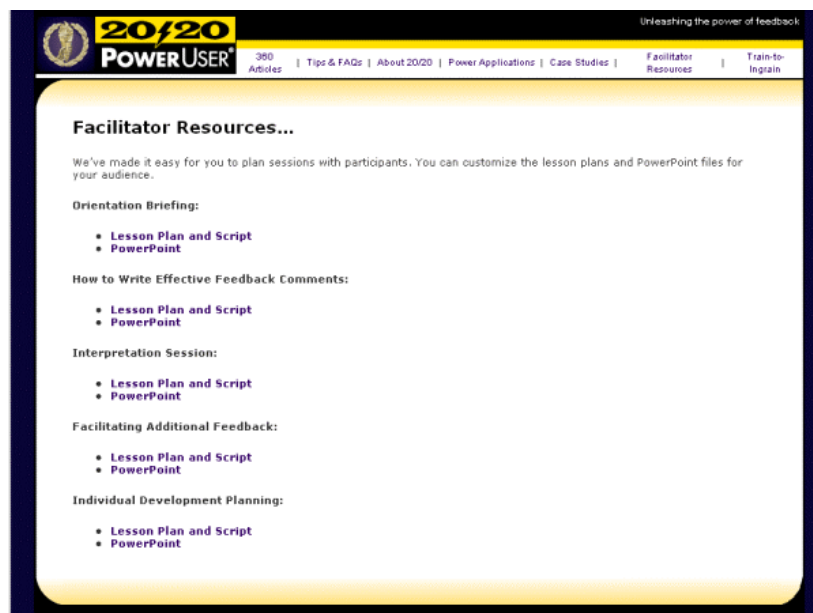
"Power Applications..." explains how you can use the 20/20<sup>®</sup> Insight GOLD software for a variety of individual, team and organization survey. You'll find suggestions for setting up subjects, surveys, scales and open-ended questions for each type of survey. Because of 20/20 Insight's flexibility, you're likely to come up with other applications that aren't included here!



"Case Studies..." describes different ways organizations like yours have used 20/20<sup>®</sup> Insight GOLD. You'll discover their successes and lessons learned, which can help you create your own successful experiences.



"Facilitator Resources..." includes the tools your facilitators need to conduct sessions for participants. You'll find lesson plans, scripts and PowerPoint files for orientation, interpretation and development planning sessions.



"About Train-to-Ingrain..." contains a two-page executive overview and a detailed 60-page "how-to" guidebook for implementing a process that produces permanent changes in behavior following your training programs. This approach integrates assessment, training and reinforcement elements to make learning an ongoing aspect of work.

20/20  
POWERUSER

360 Articles | Tips & FAQs | About 20/20 | Power Applications | Case Studies | Facilitator Resources | Train-to-Ingrain

Unleashing the power of feedback

### About Train-to-Ingrain...

Train-to-Ingrain is a uniquely structured performance improvement process that focuses on "the system" to provide enough reinforcement to ingrain the new skills introduced in training. It gives organizations a realistic method for transferring classroom learning to permanent improvements in workplace performance. This approach integrates assessment, training and reinforcement programs to make learning an ongoing aspect of work.

Because of its unique flexibility and affordability, 20/20 Insight GOLD is an absolutely essential technology in any Train-to-Ingrain process.

This detailed guide describes how to establish and implement a customized Train-to-Ingrain system within your organization:

- **"Improving Individual Workplace Performance: Implementing Train-to-Ingrain—A Reinforcement-based Approach to Learning and Development that Achieves Permanent, Measurable Changes in Behavior"** (PDF)
- **"Executive Summary"** of the guide (PDF)

## Administrator Course

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Our Administrator Course is the best way to learn how to use the 20/20<sup>®</sup> Insight GOLD Software. The class is taught "hands on," with each participant working at an individual computer station. There are two options for completing the course:

- Two-day course in Newport News, VA (8:30 am to 5:00 pm ET each day)
- (Five two-hour telephone training sessions (10:00 am - 12:00 noon ET each day))

**Tuition for one person is included in the purchase of the 20/20<sup>®</sup> Insight GOLD system package.**

### **You'll learn how to:**

- Use all aspects of the 20/20<sup>®</sup> Insight GOLD Administration Software
- Use WebResponse
- Set up a feedback project and print reports
- Print aggregate reports using the Advanced Report feature
- Review different applications for 20/20<sup>®</sup> Insight GOLD

Attendees must possess basic computer skills and a working knowledge of Windows. The course focuses on the mechanics of using the software and does not address the development of survey items or group facilitation skills. You will receive the Administrator Course manual with either training option. Shipping charges apply if the manual is sent separate from the system package.

**Contact Team Builders Plus at 856-596-4196 for upcoming Admin. Course dates.**

### **Here's what previous attendees have said . . .**

#### **. . . about the two-day course:**

*"I believe I gained the skills necessary to use the 20/20<sup>®</sup> Insight GOLD feedback program. I have been able to return and review the process as time permits, and my retention level has been higher than anticipated."*

*"The hands-on learning technique worked extremely well. Paula incorporated exercises and projects into the course for reinforcement of learning. Classroom discussions among the participants stimulated interest and motivation for the class."*

*"I was amazed how much we learned in the two-day session. Paula was extremely helpful and assured that we thoroughly understood each step."*

#### **. . . about the telephone training:**

*"Because of your help, I feel that I understand the in's and out's of the 20/20<sup>®</sup> Insight GOLD program. As one trainer to another, I appreciated your ability to not just disseminate the information, but to tailor the training to my learning style and pace."*

*"Excellent support materials and training aides. A professional approach was maintained throughout."*

## Satisfied Clients (a partial list)

These organizations represent just a small sample of the hundreds of organizations worldwide that are using 20/20<sup>®</sup> Insight GOLD.

- Acuren
- ADP
- AFS Intercultural Programs
- AIG
- Arizona Kidney Disease & Hypertension Center
- Arthur J. Gallagher
- Aspect Medical Systems
- Ball Aerospace & Technologies Corporation
- Blommer Chocolates
- Bluefin Bay Resort
- Bose Corporation
- Canon USA
- Cargill
- Cendant Mortgage Services
- CFG Insurance
- C.H. Robinson
- Cholestech Corporation
- City of Greensboro, NC
- Commerce Insurance Services
- Crown Cork & Seal
- Delta Dental of California
- Design Group Staffing
- Endeca
- Federal Express
- Federal Reserve Bank, Kansas City
- Federal Reserve Bank, St. Louis
- First Technology Credit Union
- First Union Mortgage Corporation
- Fiserve
- Florida Department of Health
- Fourth Shift Corporation
- Freddie Mac
- Gallagher Insurance Group
- Gaylord Hospital
- Grange Insurance
- Harleysville Insurance
- Hatfield Quality Meats
- HEINE, USA
- Hershey Foods Corporation
- Home Federal Bank
- Independence Blue Cross of Philadelphia
- Insituform Technologies, Inc.
- Irwin Financial Corporation
- Johnson & Johnson
- Kimberly-Clark Corporation
- Liberty Mutual
- Lincoln Life Insurance
- Madden Preprint Media
- Memphis Light, Gas & Water
- Mid-America Apartment Communities
- Modular Mining Systems
- NASA Langley Research Center
- National 4-H Council
- National Restaurant Association
- Nissan Motor Acceptance Corporation
- Northern Virginia Community College
- Oxford Health Systems
- Panasonic Avionics Corporation
- Penn National Insurance Peterbuilt Motors
- Petro-Canada
- Physician's Mutual Insurance Company
- Pinnacle Telecommunications
- Pioneer Hi-Bred International
- Pitney Bowes
- Prison Fellowship Ministry
- RadioShack
- Right Staff, Inc.
- San Bernadino County
- Sanderson Farms
- Sanofi Pharmaceuticals
- Santa Clara Valley Medical Center
- Santee Cooper
- Saskatchewan Worker's Compensation Bd.
- Sodexo
- Softbrands Manufacturing
- Sony Ericsson
- Sunland Asphalt
- Target Rx
- Telephia
- Threadneedle Investments
- Tiffany & Company
- University of Virginia
- UnumProvident Ltd, UK
- Urban Ministries
- US Department of Agriculture
- Virginia Department. of Taxation
- Whitman Labs, UK (Estee Lauder)
- Wilmott Dixon Construction, UK
- Wisconsin Dept. of Natural Resources
- Xactware
- Yankee Candle Company
- Youth Villages

## Testimonials

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Some of the best promotional information about 20/20<sup>®</sup> Insight GOLD wasn't created by our marketing department. It was written by the people who use our software on a daily basis. When you read some of the feedback we've received from our satisfied customers, you'll see what we mean!

*-Using 20/20<sup>®</sup> Insight GOLD has made it possible for our company to use 360 degree assessments to identify training and development opportunities without the time- consuming and error- prone task of manual tabulation or the expense of an external consultant. Performance Support Systems provides top-notch technical support, training and on-line help. I highly recommend the 20/20<sup>®</sup> Insight GOLD product for companies of all sizes.*

**Valerie Kaufman**  
**ADP**

*-We believe the 360-degree process is an invaluable tool in identifying strengths and weaknesses in the way teams work. Since we're a fairly small firm, we need a 360 survey tool that is easy to administer yet provides us with the reporting necessary to understand what is going on. Our surveys range in size from a single subject with a dozen respondents to 100 subjects and 1400+ respondents. 20/20<sup>®</sup> Insight GOLD meets our needs for all these surveys. We are very satisfied with 20/20<sup>®</sup> Insight GOLD and WebResponse.*

**Chuck Pearsall**  
**Sperduto & Associates, Inc.**

*-We have found that the 20/20<sup>®</sup> Insight GOLD program is a great way to provide employee feedback and help promote our team environment. The 20/20<sup>®</sup> Insight GOLD software is very user-friendly, and the technical staff is excellent.*

**Jamie LaSalle**  
**Arizona Kidney Disease & Hypertension Center**

*-The 20/20<sup>®</sup> Insight GOLD WebResponse software received very positive feedback... We had a strong completion rate and the managing and tracking of the web administration was user friendly. WebResponse has increased our technical capabilities and has the potential to reduce costs and enhance the growth and development of our employees.*

**Zanzia L. Russell**  
**Ball Aerospace & Technologies Corp.**

*-We are very happy with 20/20<sup>®</sup> Insight GOLD! The efficiency of the system, along with the confidentiality and anonymity, has made 20/20 Insight very popular among our users of the product. We feel that 20/20<sup>®</sup> Insight GOLD will be a key component in the continued development of our leadership team at Hershey Foods Corporation.*

**Jim Czupil**  
**Hershey Foods Corporation**

*-As the software administrator for our organization, I have found 20/20® Insight GOLD to be the perfect feedback and survey instrument. It is extremely easy for me to use... One of the greatest features is that the software can be so easily customized. Not only have we successfully used the software for our multi-source feedback assessment...we have also used it for customer satisfaction surveys, organizational effectiveness surveys, and training evaluations. I couldn't imagine doing my job without it!*

**Lori Burleson**  
**Regan Holding Corporation**

*-I'm a Human Resources Representative... One of my biggest projects is our World Wide Employee Opinion Survey, which includes our offices in Asia, Europe, Mexico, South Africa and Australia. We used the WebResponse Hosting Service, and it worked great. I was able to create the survey and tabulate the results much more quickly. And I was able to administer two other surveys at the same time. Web assessments were so easy to set up and manage.*

**Kami Johnson**  
**Fourth Shift Corporation**

*-Incorporating 20/20® Insight GOLD into a training program for our salespeople has met with very positive results. The participants of the class feel they have gained valuable knowledge about how their customers perceive them and they would not have been able to obtain this information elsewhere.*

**Ginger L. Eardley**  
**SYSCO**

*-The 20/20® Insight GOLD system is so user-friendly and technical support has been wonderful to work with (although the system is so easy I rarely have to contact them). I have received rave reviews from my employees on how well they like the electronic format, it is simple and confidential and is very easy to administer.*

**Patty Camp**  
**Barr Engineering**

## Case Studies

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### **Case Study #1 - How ADP Uses 20/20<sup>®</sup> Insight GOLD for Internal Quality Surveys**

Automatic Data Processing, Inc. (ADP) is one of the largest providers of a broad range of mission-critical, cost-effective transaction processing and information-based business solutions. Since purchasing 20/20<sup>®</sup> Insight GOLD in 2000, ADP has assessed more than 15,000 individuals.

The software is used on an almost daily basis for the Ohio Valley Region of ADP's Major Accounts Division, which covers Cleveland, Columbus, Cincinnati, and Indianapolis. The 20/20<sup>®</sup> Insight GOLD administrator sets up projects for a variety of applications, including: 360-degree feedback, internal and external customer feedback, and training evaluation.

Because 20/20<sup>®</sup> Insight GOLD is so flexible, they can set up a department to receive feedback, not just individuals. As a result, ADP has had excellent success using the program for annual internal quality surveys requested by the region Management Team. In this application, other departments provide feedback to a specific department whose services they receive. Since they all need to work together for the benefit of the client, it's important for each department to learn about its strengths and areas for improvement from its internal customers.

First, the manager of a given department identifies the departments that will give feedback, along with the specific individuals who will complete the questionnaires. The manager provides the administrator with the information needed to create the survey. The number of questions is kept to a minimum, typically no more than 10 scaled items, plus one open-ended question for general comments. Respondent relationships are the names of each department giving feedback, such as Client Services, Implementation, Finance and Sales. That way, the data in the reports can be broken out according to different customer groups.

Once all responses have been collected, the administrator prepares a PDF file of the report and sends it to the department managers, who then discuss the results with their up line manager. Afterwards, managers share the report with their peers in their department. Together they identify problem areas to be targeted and create an action plan for improvement.

20/20<sup>®</sup> Insight GOLD'S Advanced Report function lets the administrator create a summary report for senior staff combining data from all departments. And the flexibility of the reporting component makes it easy to give each senior manager exactly the display of data he/she wants. Since they're already familiar with the report formats from other applications, such as 360-degree feedback, they know what to ask for in these summary reports.

Because ADP has now conducted these surveys over multiple years, they're also able to compare the current year to the previous year to check progress towards completion of goals and evaluate the effectiveness of their action items. These internal quality surveys have significantly improved the level of service that ADP's departments provide to each other.

## **Case Study #2 - How 360 Feedback Helped One Manager Get Results**

John\* was a newly promoted manager with a major utility company. With his new position, he inherited a team of 13 supervisors. Most were long-term employees, and John was much younger than most of his direct reports. Many of the supervisors thought they deserved the promotion and resented John's appointment.

He soon discovered that the performance of his supervisors was below par. He spent a lot of time working on relationships with each of them, clarifying service standards and trying to build a cohesive team.

Despite his best efforts, John encountered resistance; and performance did not improve. He knew that the supervisors were unhappy, but he couldn't get them to talk about their dissatisfaction. When he learned about 20/20<sup>®</sup> Insight GOLD, he decided to use it to ask for feedback about his leadership practices. He hoped that the information gained would provide a basis for dialogue and team building.

Working with a consultant, John selected the behaviors critical to his leadership. The consultant then met with the team and explained how the feedback would be collected. She assured everyone that their responses would be anonymous.

After the feedback was collected, the consultant met with John to help him to interpret the data and establish his priorities for action. She also coached him on how to respond to the feedback. Over the next few weeks, John met with his direct reports individually and as a group. He asked them to clarify certain aspects of the feedback. He also explained which priority areas he planned to work on first and why he did not plan to alter some behaviors.

He saw an immediate change in his team. Resistance decreased, productivity increased and a customer service orientation began to take hold. Over time, he was able to rebuild his team of supervisors. They pulled together to become the only team to meet or exceed all established performance goals for the next quarter. They continued to perform well, and within the year John received a substantial promotion. He attributed much of his success to the feedback process and the open dialogue it produced. Based on this experience, his division obtained the 20/20<sup>®</sup> Insight GOLD system for general in-house use.

\*The name of the manager has been changed to protect confidentiality

### **Case Study #3 - Making 360 Part of Hershey Foods' Culture for Leadership Development**

Hershey Foods Corporation is a confectionery and grocery products company. With headquarters in Hershey, Pennsylvania, it has about 12,000 employees with plants throughout North America, including Canada and Mexico.

Executives at Hershey wanted a 360-degree feedback system that was easy to customize for a variety of groups across the organization. They wanted key functional areas and plants to manage their own programs, so they needed software that was easy to install and use. They foresaw that, over time, multi-source feedback would be used many times by a lot of people. Therefore, the software had to be affordable. 20/20<sup>®</sup> Insight GOLD'S quantity discount pricing made this possible.

The goal at Hershey is to make multi-source feedback a permanent part of the corporate culture. The HR staff consulted with experts familiar with 20/20<sup>®</sup> Insight GOLD and the 360 process to ensure that their strategy was developed thoughtfully and that their first programs were successful. Their approach was to introduce multi-source feedback gradually, gaining acceptance along the way. Senior Hershey Foods executives were assessed first, enabling them to refine the core items, spark interest and establish credibility.

One of the first groups to be assessed included more than 120 sales managers. Internal leadership consultant Jim Czupil explained to subjects: "You have an opportunity to grow professionally with this information. How you handle the feedback and the methods you use to share it with your team and your manager will have a significant impact on the benefit you receive from the process. Take time to reflect on the feedback and look for trends that outline current strengths and opportunities to further develop your leadership style." He coached participants to share the feedback with their team and set development goals with their managers.

According to Czupil, 20/20<sup>®</sup> Insight GOLD has promoted a more profound awareness of leadership developmental needs. Analyzing aggregate 360 feedback data has helped define leadership competencies for present and future leaders, and it has helped the organization determine exactly the kind of leadership development programs needed by different divisions. Feedback from participants has been positive, and requests for additional programs continue to rise.

## Technical Requirements

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Listed below are the minimum computer capabilities needed to operate Version 4 of 20/20<sup>®</sup> Insight GOLD.

### **Administrator Software**

- Operating system: Windows 2000, XP or higher
- RAM: 256 MB minimum
- Hard disk space:
  - 30 MB for software
  - 30 MB (average) for data files
- Accessories: Mouse, CD-ROM drive

### **Email configuration**

- Extended MAPI-compliant email software, such as MS Outlook, used for e-mail notification of subjects and respondents from the 20/20<sup>®</sup> Insight GOLD administration software.  
Note: it is also possible to email subjects and respondents through WebResponse so a MAPI-compliant email software is not a necessity.

### **WebResponse Software (for INTERNAL SERVER configurations only)**

- Web Server administration and support  
A qualified web server administrator on staff who will:
  - Install WebResponse
  - Create a virtual directory
  - Assign permissions
  - Maintain, monitor and troubleshoot the Internet Information Server
- Server
  - Windows 2000 Server SP2 or greater
  - Internet Information Server 4.0 or greater
  - Microsoft SQL Server 2000 or greater

### **WebResponse Software (for HOSTING SERVICE configurations only)**

- Internet access, high speed (DSL, Cable) preferred.

## Technical Support

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When you have questions about using any part of the 20/20<sup>®</sup> Insight GOLD program, whether it's the Administration Software or WebResponse, we've made it easy for you to get answers.

Our **ONLINE HELP** includes orientation videos, screen captures and step-by-step instructions for completing all aspects of project set-up and report-printing.

If you experience a problem and can't find the answer, contact our friendly technical support staff who will be happy to assist you - available via an 800 toll-free phone number or via email.

## Investment

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To acquire and use 20/20<sup>®</sup> Insight GOLD, users purchase two components: 1) System Package; 2) Usage Licenses.

**System Packages are available in two configurations:**

20/20<sup>®</sup> Insight GOLD with WEB HOSTING SERVICE: Includes the capability for ONLINE assessment for respondents using an external dedicated web server.

- Or -

20/20<sup>®</sup> Insight GOLD for INTERNAL SERVERS: Includes the capability for using an INTERNAL web server to post assessments for respondents. Requires user to have an internal web server and a qualified network administrator.

**Usage Licenses:**

Each feedback recipient requires a valid usage license to be able to receive feedback. Quantity discounts available.

**Special discount pricing** available for Government (Federal, State and Local), Education, and Non-Profit entities.

For a specific pricing quote, please contact Team Builders Plus at +1-856-596-4196 to speak with a 20/20<sup>®</sup> Insight GOLD consultant. You can also email us at [info@360-degreefeedback.com](mailto:info@360-degreefeedback.com)



Distributed by:



1873 Route 70 East  
Suite 302  
Cherry Hill, NJ 08003 USA  
+1.856.596.4196

[www.TeamBuildersPlus.com](http://www.TeamBuildersPlus.com)  
[www.360-DegreeFeedback.com](http://www.360-DegreeFeedback.com)