

# ROWLEY ASSOCIATES



## Rowley Associates Business 360 Strengthens Corporate Relationships to Achieve Higher Profits

### UNCOVERING HIDDEN FEEDBACK

While it is customary in business to conduct Personal 360 assessments, Business-360 recognizes that, in the end, organizations need to collaborate and coordinate in order to deliver impressive business results. The Rowley Associates' Business-360 assessment has provided us with a comprehensive perspective of the strengths and weaknesses of our inter-organizational relationships. Using this information, we are able to develop a framework for clarifying and aligning goals, priorities, organizational interaction and iteratively increase overall effectiveness of the relationship. We did our first assessment in FY08 and it has been extremely useful. We look forward to the FY09 assessment so that we can continue on a successful path.

**Nagesh Pabbisetty**, *General Manager, Microsoft India.*

### WHO IS USING OUR BUSINESS 360?

**YAHOO!**

**Microsoft**

Rowley Associates recognizes that in order to be truly successful, it is imperative to know how your internal partners and stakeholders perceive you. Why? Because if these groups don't recognize you as a capable, reliable and trusted partner there will be little cooperation from them, their confidence in your ability to execute will wane and your credibility will suffer. As a result customers will be dissatisfied, employees frustrated and you will fail to achieve your business objectives.

Until Rowley Associates' unique Business 360 diagnostics was developed, companies were not able to gain visibility into this critical success metric. This uncovered feedback will provide you with a complete picture of your business' capabilities from the other groups that really matter – the internal partners you need to be successful and the stakeholders who bankroll your business.

### PERCEPTION IS REALITY

Your credibility (whether a small business unit or a large division) is a reflection of how your key stakeholders and partners perceive you. Just like a personal reputation, an organization's credibility or internal brand is formed by the behaviors and actions of its leader and its people.

Are you aware of how you are perceived? Are you easy to do business with? Are you focused and flexible or fragmented and unreliable? If you do not know the answers to these questions, you are at risk of failing to achieve your aggressive business goals.

### ACHIEVING SUCCESSFUL OUTCOMES

The Business 360 will enable you to reduce friction caused by disruptive or dysfunctional relationships, sharpen execution or go-to-markets, become more self-aware of hot spots within your organization, and create more high value, long-term relationships. Our on-line Business 360 provides measures of:

1. **Brand awareness:** The image and reputation of your business
2. **Relationships:** The quality of the relationships with stakeholders and partners
3. **Capability:** Perceptions of your organization's capability and contribution to the broader company
4. **Leadership:** Ratings of leadership effectiveness and decision making in your business
5. **Benchmark:** Compare your results with our Fortune 500 database

Want to Learn About  
Tele-Therapy?

Call: 301-681-0125

Email: [info@rowleyassoc.com](mailto:info@rowleyassoc.com)