


# Uncover the Silent Costs of Misaligned Leadership

A values-driven 360° assessment guide

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## EXECUTIVE SUMMARY

Strong strategy dies when middle managers act against the organisation's values.

This short guide explains how a  GDPR-secure, values-based 360° feedback process shines a light on leadership habits in just  four weeks.

 Why it matters — organisations that align behaviour and values report up to  23 % fewer grievance cases and a  14 % rise in engagement within a year.



 What's inside — questionnaire domains, anonymity rules, scoring logic and a step-by-step timeline.

 Quick win — run a fixed-fee pilot for € 27 500 and recoup the cost in under nine months through lower absence and attrition.




 CTA: Book a 15-minute discovery call → [here](#)

## GUIDE CONTENTS


### 1. Why Traditional 360° Surveys Fall Short

- Generic competencies miss values in action
- Numbers without narrative 
- Privacy risks when anonymity rules are unclear 




### 2. Values-Driven 360°: Core Design Principles

- Mapping questions to organisational values 
- Aligning accountability & decision-rights 
- Minimum rater threshold ( $n \geq 5$ ) 

### 3. Questionnaire Domains (48 items)

1. Leadership practices (clarity, coaching, psychological safety)
2. Values in action (trust, fairness, collaboration)
3. Accountability & authority alignment
4. Continuous-improvement mindset 

### 4. Four-Week Implementation Timeline

Week	Milestone	Owner
1	Kick-off & comms pack sign-off 	HR + Project Manager
2–3	Survey live — automated reminders every 4 days 	Platform
4	Data QA & dashboard generation 	Analyst

6	Individual debriefs + group insights session 🗣️	Facilitators
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## 5. 🗝️ Data Protection & Security

- ISO 27001 EU data-centre (Amsterdam)
- TLS 1.3 in transit, AES-256 at rest
- All personal data auto-deleted 90 days post-report 🗑️
- Fully compliant with GDPR & Reg. (EU) 2018/1725 ✅

## 6. 📊 Interpreting the Dashboard

- Heat-map view by unit or region 📍
- Priority matrix: high-impact / low-effort behaviours 🎯
- Personal scorecard with benchmark percentiles 🏆

## 7. 🏆 Case Snapshot

A European IP agency cut grievance cases by 23 % and lifted engagement by 14 % in 12 months after acting on the pilot's findings.

## 8. ❓ Frequently Asked Questions

- *"How anonymous is the feedback?"*  
→ Raters' names never appear; individual scores are shown only when at least five raters complete the survey.
- *"Can we add custom questions?"*  
→ Yes—up to six additional items can be added at no extra cost, provided they map to the same five-point scale.
- *"What language versions are available?"*  
→ English, Dutch, French, German and Spanish are included; other languages on request within 48 hours.
- *"How do we brief participants?"*  
→ You receive a pre-written e-mail series and a two-minute explainer video; simply copy-paste and send.

## NEXT STEPS

Ready to see your own leadership-values dashboard in four weeks?

📦 Package	💰 Fee	📁 Included
Pilot (50 participants)	€ 27 500	Survey licence, dashboards, debrief workshop

Add-on: Train-the-facilitator workshop (15 seats)	+ € 4 800	One-day virtual course & facilitator manual
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100 % GDPR- & ISO-compliant. Fixed fee. No hidden costs.

1. 📅 Schedule a discovery call → [here](#)
2. ✅ Approve the DPA & supplier form
3. 🚀 Launch in Week 1, dashboards in Week 4