



# Assessment of the organization

A tailored assessment of the organisation's competences and behaviour can be the key to qualifying significant investments.

Many companies will gain by conducting an assessment of all or central parts of their organisation. The reasons may be more.

Firstly, many companies have doubts about the core capabilities and functions that are in place to be able to perform tomorrow's tasks effectively and thus be competitive.

Secondly, an assessment can be an important initial step to uncover the organisation's competences before a development process is started, ensuring deep tailoring and focus on key themes.

An assessment can also help to clarify whether the team in a department or division is properly composed and whether there is clarity about the distribution of roles - or whether adjustments are needed.

Last but not least, an assessment of, for example, managers, can also give the individual leader accurate knowledge of their own competences and an insight into how management colleagues and employees experience management behavior. With this new insight, it is possible to make even better use of existing competences and to create a development plan for the areas that they want to improve.

In addition to providing the organization with important knowledge, it is also a motivating process for the employees involved if done in the right way.

# The method is tailored to the company's specific needs and is a combination of analysis, tasks, assessments and conversations

## Method

Brandculture has developed a method of carrying out assessments and a form of reporting that provides important knowledge to both the company and the employees and managers involved.

Depending on the specific issue, a tailor-made set of analyses, tasks, assessments and interviews are put together.

This is measured not only by generic competences, but also by very function-specific competences, which form the basis for an in-depth mapping of the specific competences of the functions that one wishes to be analyzed.

The overall assessment will typically include:

1. Assessment Center
2. 360-degree measurement
3. Personal profile
4. Qualitative conversations

## Assessment Center

The employee group participates in an assessment centre, where they are subjected to a number of theoretical and practical tasks. It strikes a good balance between written immersion and human interaction.



All tasks are subsequently judged on a number of precisely defined criteria and paired with similar themes from the 360-degree measurement.

## 360-degree measurement

360-degree measurements provide honest and concrete feedback on the focus person's strengths and development areas. The participants assesses themselves in a number of competences and core areas, and this assessment is compared with the respondents' responses.

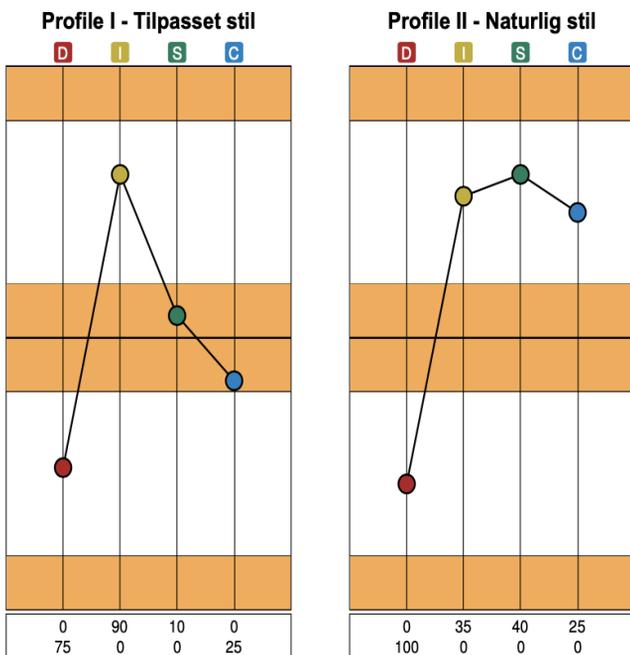
Spørgsmålsgruppe	Selv	Kollega	Chef	Total
Færdigheder	2,00	1,65	1,75	1,67
Motivation	1,80	1,64	1,80	1,67
Ærlighed	2,00	1,60	1,50	1,58
Information	1,60	1,48	1,50	1,48
Kommunikation	1,40	1,44	1,60	1,47
Planlægning	1,33	1,53	1,00	1,44
Ledelse	1,56	1,38	1,44	1,39
Selvfølelse	1,40	1,44	1,00	1,37
Fokus	1,00	1,25	1,00	1,21
Prioritering og delegering	1,13	1,07	1,00	1,06
<b>Total</b>	<b>1,48</b>	<b>1,41</b>	<b>1,35</b>	<b>1,40</b>
Total antal respondent		5	1	6

360-degree feedback focuses on behavior and allows for a nuanced and concrete assessment, not an either or, but to what degree. It is direct and normative, making it possible to assess the impact of interventions, for example as pre- and post-measurement in connection with leadership development or as continuous monitoring of management quality.

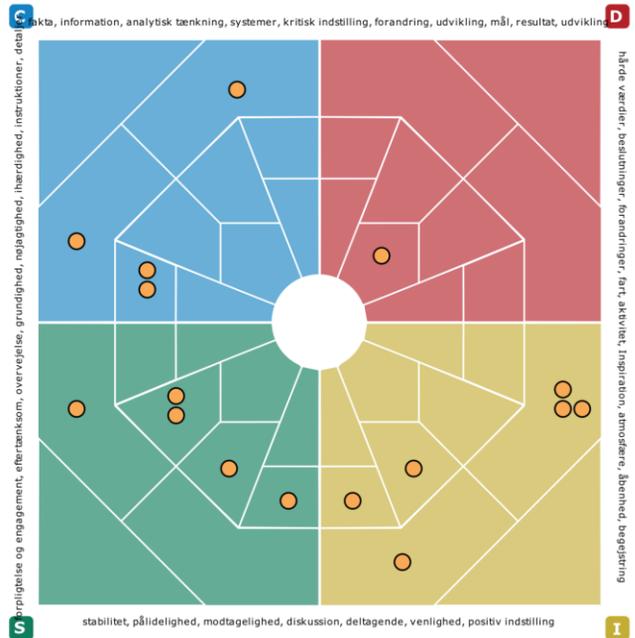
### Personal profile

The personal profile is applied to multiple fields.

The profile typically explains trends in the task solution at the assessment center and on the behavior described in the 360-degree measurement.



And personal profiles can also be interesting in terms of creating the strongest composition of teams in the organization.



### Qualitative conversations

Qualitative interviews are conducted both as an initial and final part of the process.

In the initial phase for Brandculture to gain the necessary insight into the company to be able to tailor the assessment center and 360-degree measurement as well as to build a trusting relationship with employees.

On the conversations in the final part of the course, participants receive feedback on the tasks they have solved in the assessment center.

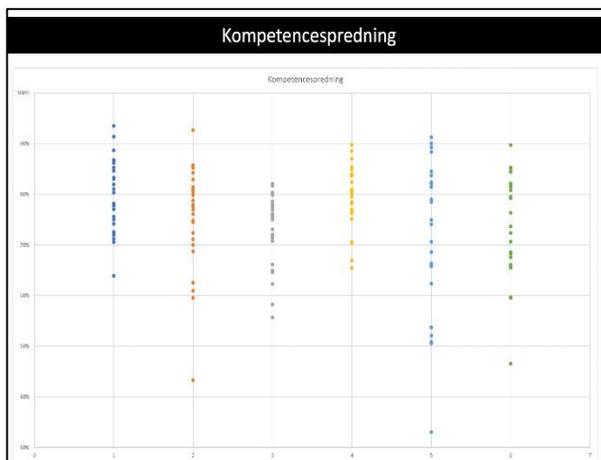
Next, we have a dialogue about the outcome of the 360-degree measurement and the personal profile, where there are always interesting findings.

The conclusions are noted in a preliminary individual development plan, which the focus person subsequently discusses with its nearest manager.

## Reporting to management

The overall assessment of the organization is reported both orally and in writing to management.

Throughout the process, a very large amount of data is collected and graphically analyzed and presented.



Here will be considerations at individual, departmental and company level, which will ultimately translate into concrete recommendations for future areas of action from which management can make informed decisions.

		Score	Jens Otto Olsen	Børge Holm	Barry Norman	Stenil Kornum	Ulf Hestert	Charlotte Andersen	Heidi Sundbæk
		%							
<b>Samlet score</b>		<b>68%</b>	83%	84%	67%	69%	73%	72%	83%
<b>Kompetenceprofil</b>	Strategisk forståelse	74%	76%	76%	65%	75%	71%	74%	66%
	Taktisk forståelse	73%	83%	81%	71%	77%	43%	65%	78%
	Implementering, samarbejde og kommunikation	54%	64%	50%	58%	48%	60%	65%	45%
	Leverandørhåndtering og forhandling	69%	78%	55%	76%	63%	72%	77%	56%
<b>Development Center 360°</b>	Management	66%	64%	68%	51%	66%	80%	51%	79%
	Leadership	64%	82%	65%	66%	60%	62%	68%	45%
<b>Development center 61%</b>	1. Strategisk opgave, strategisk plan	72%	70%	76%	62%	60%	55%	70%	85%
	2. Strategisk opgave, forbedring af lærsomhed	73%	66%	90%	61%	75%	70%	79%	55%
	3. Taktisk opgave, analyse	68%	68%	69%	72%	94%	44%	64%	88%
	4. Taktisk opgave, håndtering af vækstjager	70%	77%	83%	68%	60%	25%	43%	80%
	5. Team-arbejde	66%	70%	76%	64%	52%	72%	66%	52%
	6. Leverandørhåndtering	52%	51%	58%	67%	67%	80%	73%	90%
	7. Kommunikation	75%	79%	65%	65%	90%	80%	70%	83%
	8. Leverandørforhandling	72%	77%	86%	84%	38%	92%	79%	66%
	9. Ledelse & kommunikation: Den nødvendige samtale	75%	74%	47%	69%	37%	90%	77%	81%
	10. Ledelse & kommunikation: Mødeløselse	67%	90%	73%	38%	69%	79%	49%	86%
	11. IT-data-agilitet	68%	94%	90%	44%	60%	78%	42%	68%
<b>360° 31%</b>	Strategisk forståelse	76%	85%	78%	71%	55%	81%	81%	80%
	Taktisk forståelse	72%	82%	87%	78%	66%	76%	83%	76%
	Implementering, samarbejde og kommunikation	58%	74%	80%	77%	81%	78%	84%	79%
	Leverandørhåndtering	68%	75%	77%	80%	56%	76%	82%	87%
	Management	68%	79%	84%	66%	55%	75%	74%	66%
	Leadership	66%	82%	85%	80%	57%	85%	85%	56%
	Total	69%	80%	78%	76%	45%	76%	82%	76%
<b>DISC-profil</b>			CI	IS	DC	DC	CS	CD	SC

Get sparring and advice on how to tailor an assessment to your company to secure good results

Get in touch with one of our experienced advisors and have a dialogue about how we develop and conduct a good assessment in your company.



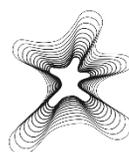
Carsten Olesen



Jørgen Holm

Our 2 business consultants within the development of assessments, alongside theoretical backgrounds such as MBA and Cand.Merc., have many years of experience from a number of companies. Both as executive directors and as advisers.

Contact them for an in-depth dialogue about the possibilities of helping you and your business.



brandculture