



# CASE STUDY CEVEYSYSTEMS

## 360° Feedback

### AT A GLANCE

#### Initial situation customer side

EA medium-sized bank is in the midst of a drastic change process, which must be consistently "driven" and implemented with commitment, especially by the executives.

The framework is formed by a clear vision/strategy (WHAT) on the one hand and the newly defined corporate values (HOW) on the other.

A structured feedback process should form the starting point for an intensive development and coaching process aimed at implementing the values and a new culture of leadership and collaboration: characterized by openness, agility, interdisciplinary cooperation, trust, personal responsibility and entrepreneurial thinking and action.

#### Success factors

- Involvement of executives in the development of the questionnaire to establish acceptance, credibility and trust
- Focus on key success factors and business issues
- Focus on personal impact and visible behavior - not on characteristics
- Focus on personal involvement and personal responsibility for one's own learning and development processes
- Intensive feedback and coaching sessions to derive personal development plans
- Specific implementation coaching in practice

#### Project result

The feedback process led to a common understanding of the values and thus to a common understanding of leadership and overarching collaboration as success factors for the success of strategy implementation.

The focus on their own impact increased the subjectively perceived "urgency" for development and change.

The executives took responsibility for their own learning and development process and identified concrete starting points for new / different behavior that is suitable for increasing their own effectiveness in business terms. An individually tailored and precisely "dosed" implementation coaching accompanies and supports the anchoring in practice.

#### Contact us for more details:

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