

The objective

To introduce an accurate feedback system for monitoring directors' performance at Reading Borough Council.

The approach

The implementation of the 'click-360' feedback tool from TLC Online that collates vital information following an employee's appraisal.

The business impact

The directorate works more effectively both individually and as a team. Output is improved, ensuring a better service for Reading's constituents.



Performance-driven decision making at Reading Borough Council

With the responsibility of providing essential services such as child protection and secure housing to its local residents, it is vital that a Council's top management team makes the decisions necessary to perform as effectively as possible in the interests of its constituents.

As the Senior Learning and Development Officer at Reading Borough Council, Reg Friddle understands that driving this performance relies on monitoring directorial development and benchmarking progress at the top. However, in the past collating the required data for this process has been a problematic task.

Accurate feedback from the top

Traditionally, performance-related information at board level was collated manually during a director's appraisal. This led to the creation of subjective reports that often lacked detail. It was also a time-consuming procedure. Reg Friddle appreciated that for the process to work well, the Council needed a more automated system that would generate accurate reports based on data provided from the directors themselves. He found the ideal tool in TLC Online's 'click-360' online feedback tool.

Click-360 reports accurately benchmark a director's level of 'self awareness', the enhancement of which, according to Reg, is the basis for better leadership, motivation and team-work. They also provide the information required to set individual goals and establish a director's progress so as to help the overall performance of the organisation.

Reg says, "TLC's Online click-360 system gives us detailed and accurate insight into the progress made at senior level. Ultimately, a more effective leadership team will make better decisions on behalf of its constituents, and the people of Reading will be happy to learn that through this initiative we are doing all we can to look after their collective interests."

TLC Online

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About TLC:

In 2008 TLC Ltd set up an associated undertaking (TLC Online) specifically to bring to market cutting edge web-based tools for leadership and management development and employee engagement. Brand names include click-360 for individual feedback, TeamQ for high performance teams, CoachQ to measure internal coaching capability, and inSITE and Pulse Check for employee feedback. Together, these feedback tools lead to robust development plans that align individuals, teams and the organisation behind the business plan.

The company is based in Tunbridge Wells and offers a combination of business leadership experience and specialist expertise in OD and behavioural psychology. Through its online feedback systems and associated services TLC online provides capability that helps clients to develop their people to support better business growth.

TLC online has applied its expert knowledge to an impressive portfolio of clients ranging from well known high street brands to local and central government organisations. In addition, the online tools are employed by a wide range of consulting firms under their own labels.