



FOR IMMEDIATE RELEASE

**GEN GROUP PRESENT FINDINGS OF 360 DEGREE STUDY AT THE
5TH AUSTRALIAN INDUSTRIAL AND ORGANISATIONAL
PSYCHOLOGY CONFERENCE**

MELBOURNE, 30th JUNE 2003 – Gen Group Consultants, a Melbourne based management consultancy presented the findings of its 360 Degree Feedback Study at the 5th Australian Industrial and Organisational Psychology Conference in Melbourne at the weekend.

Gen Group's Managing Director Ryk Bliszczyk presented the findings to over 150 delegates at the Hyatt Hotel in Melbourne on Sunday 29th June 2003. Gen Group made the decision to commit to this research after discovering no primary research existed in Australia.

“When Gen Group went searching for research on the use of 360-degree feedback, we found that no research had been previously conducted on the use of this management tool by Australian companies” said Mr Bliszczyk.

“360 Degree Feedback is an excellent tool to baseline and track leadership performance. With the ‘increasing’ popularity of psychological assessment in business settings and the rising popularity of executive coaching, we thought it useful to have some more detailed knowledge about 360 degree feedback and to have organisational psychologists and academics review our findings” he said.

Gen Group conducted Australia's first survey of the use of 360-degree feedback among the nation's Top 100 private, listed, and foreign organisations. The survey found that many Australian companies have already joined this momentum towards the use of 360-degree feedback with the majority of companies surveyed reporting that they were actively using 360-degree feedback in their organisations.

Surprisingly, the survey also revealed that despite its growing popularity, success in conducting a 360-degree feedback program is far from guaranteed. In fact, the results of the survey indicate that most companies are not realising the full potential of 360-degree feedback.

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Gen Group Consultants is a boutique management consultancy providing strategic consulting services to large organisations. Gen Group's primary focus is to assist leaders to work with, and build new organisational value through growth and the ability to adapt to a constantly changing business environment.

Read our article on [360 Degree Feedback](#) at www.gengroup.com.au.

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