



12 Questions

to consider when selecting an emotional intelligence 360

1. Does the 360 tool deliver a good participant experience?

Business Emotional Intelligence 360 is run through our Reflections platform which enables participants to experience the questionnaire in their own language. The platform also features light and dark mode and responsive design, enabling participants and raters to complete the questionnaire on a desktop, tablet or mobile.

2. Does the 360 tool offer multiple rater groups and anonymity?

Business Emotional Intelligence 360 enables you to add up to 9 rater groups plus a self-rating. Anonymity levels can be set per rater group and will flag in the tracking administration system should minimum responses not be met to preserve anonymity.

3. Can you easily track survey progress?

BEI 360 has an integrated tracking system which enables administrators to track progress, send out automated and manual reminders, add additional raters at any point (even after the survey has closed), move deadline dates and edit participant and rater details. In addition, administrators can preserve anonymity and keep the data 'clean' should you not get enough responses by moving raters between groups or creating new ones. Finally, administrators can also preview the feedback report to ensure there is enough data to produce meaningful insights.

4. Does the 360 tool enable you to gather potential impact on Climate, and Psychological Safety and Engagement?

Business Emotional Intelligence 360 can be configured to integrate a Psychological Safety and Engagement survey, and/or Team Climate survey, giving you a fuller picture of the participant to take forward into development planning.

5. How was the questionnaire developed and what underpins its design?

BEI 360 was designed for business, developed by APS Business Psychologists who identified key facets to optimise impact on professional relationships and outcomes. Each item has undergone rigorous research to ensure it's questions measure the facets of emotional intelligence.

6. Is there evidence of the questionnaire's reliability and validity?

The tool has high validity and reliability, demonstrating internal consistency across the questionnaire items which are tuned to measure the Business Emotional Intelligence traits over time.

7. Does the provider offer training for interpreting results?

APS run an introductory webinar (£95+VAT). The 1-hour session is required prior to ordering reports and includes a free trial for one participant. You will learn more about the capabilities of the tool and explore results.

8. Does the provider offer support from professional business psychologists?

The psychology team at APS can provide support and guidance around trends and analysis, next steps to achieving sustainable behavioural change and supporting the development of the skills and questions.

9. What support and resources are available for interpreting results?

APS offer an introductory webinar for Business Emotional Intelligence 360 at £95+VAT. Our experienced trusted advisors and business psychologists are also able to provide one to one support and advice pre and post certification.

10. Does the provider offer a range of 360 solutions?

Advanced People Strategies (APS) offer a range of 360 solutions: Business Emotional Intelligence 360 (BEI 360), Reflections 360, Leadership Versatility Index (LVI), Hogan 360, High Potential 360 and Leader Focus 360. APS are 360 specialists and can guide you to finding the right solution for your unique business and leadership challenges.

11. Does the 360 tool deliver meaningful results that can drive continuous improvement?

The Business Emotional Intelligence 360 tool offers a concise, visual and comprehensive review of an individual's ability to understand and manage their own and others emotions. By shedding light on individuals' blind spots, the BEI 360 can help improve their self-awareness and ultimately their emotional responses to others within a business context.

12. Is having things up and running important for your intervention?

The Business Emotional Intelligence 360 is a template-driven, multi-rater feedback tool enabling rapid deployment and can be up and running in under 30 minutes.



Business Emotional Intelligence 360 is a measure of emotional intelligence across 4 dimensions: emotional awareness and emotional management, of self and others.

Contact us if you have any questions.
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