
Why Choose 20/20 Insight GOLD?



You have many options when selecting a software program you can use to gather feedback about individual, team and organization performance. There are four important reasons why 20/20 Insight GOLD is your best choice.

1. POWERFUL

The software contains everything you need - for everyone involved in the feedback process.

- ❖ More than 1,200 items in a massive library – easily customized – or you can generate your own, as simply as producing an MS Word file
- ❖ Approximately 300 survey items in leadership categories. Each one has an associated document for the learner that contains:
 - What a low rating in this item might mean
 - Specific recommendations for improving in this area
 - Recommended resources
- ❖ Ability to not only collect open-ended responses at the end of the survey but also get optional explanatory comments for each item rated, providing extraordinary coaching and personal growth material
- ❖ Dozens of powerful reports can be generated. Compare previous to current results to measure improvements. Produce consolidated reports with summary data for the entire organization.
- ❖ Comprehensive resources for facilitators that include lesson plans, scripts and PowerPoint files for conducting sessions with participants
- ❖ A 31-page booklet and online performance analysis tool for each feedback recipient to help them create and implement a personal development plan

2. CUSTOMIZABLE AND FLEXIBLE

- ❖ You can tailor almost any aspect of a feedback project – add your own competencies, use or modify ours – or any combination. You can even export the data to other program such as Excel for more analysis and display. With this unprecedented flexibility, you can use the program for *many* different applications. A few examples:
- ❖ All “soft-skills” training to provide a baseline of behaviors, feedback to participants and measurable results to management
- ❖ Leadership and individual skill development
- ❖ Needs analysis
- ❖ Team and organizational effectiveness
- ❖ Climate surveys and customer feedback

3. EASY TO USE

If you can use MS Word, you can use this program. It’s that easy. While the system package includes training, a comprehensive manual and extensive online Help, the software is incredibly intuitive to learn.

4. COST-EFFECTIVE

When you purchase 20/20 Insight GOLD, you **own** the system and NEVER pay for respondents. A one-time charge for each subject gives you unlimited surveys and reports for that person, as long as they are part of your organization. A one-time charge for each team/department and organization name empowers you to conduct ongoing internal quality surveys, climate surveys and customer satisfaction surveys at **NO** additional cost! **ALL** reports are **FREE**.