

BRIDGE Leadership 360

How to run the 360 as a behaviour evidence tool before, during, and after BRIDGE Leaders Mandate.

CORE RULE

Rate observable behaviour only. Do not rate personality, potential, likeability, or intention.

1. Baseline

Run before Module 1 to establish how each leader is currently experienced by others.

2. Midpoint

Run after Module 3 to check whether early behaviour shifts are visible.

3. Post-programme

Run after Module 6 to compare behaviour evidence against the baseline.

RATER MIX

Who should rate each participant?

- Ideal: 1 manager, 2 peers, 2 direct reports, 1 internal stakeholder, and self-rating.
- Minimum: 1 manager, 1 peer, 1 direct report, and self-rating.
- Use N/O when the respondent has not seen enough evidence.

RATING SCALE

How to interpret scores.

- 1 Absent: behaviour is rarely visible.
- 2 Inconsistent: visible sometimes, but disappears under tension.
- 3 Reliable: visible in normal work and moderate pressure.
- 4 Multiplier: improves how others think, decide, or execute.

SEND THIS MESSAGE

Please complete this BRIDGE Leadership 360 based only on observable behaviour.

If you have not seen enough evidence for an item, choose N/O.
Do not rate based on personality, potential, intention, or likeability.

Survey link:
<https://bridge.soohoo.asia/downloads/bridge-leadership-360.html>

How to read the results.

Signal	What To Look For	What It Means
Lowest average score	Which BRIDGE area scores weakest across raters?	Likely development priority.
Self vs others gap	Where does the participant rate themselves higher or lower?	Blind spot or under-recognised strength.
Repeated comments	What evidence appears more than once?	Pattern worth naming in coaching.
High N/O count	Which behaviour is not visible to enough people?	Visibility or opportunity gap.
Rater difference	Manager vs peer vs direct report variance.	Behaviour may change by audience.

PROGRAMME USE

How it feeds BRIDGE.

Baseline results shape module emphasis. Midpoint results show whether early behaviour is visible. Final results become part of the cohort diagnostic report and management evidence.

OUTPUT

What to report.

Report by BRIDGE area: Buyer Decision, Relationship & Culture, Invisible Leadership, Doing & Done, Growth Transfer, and Execution Rhythm. Use comments as evidence, not decoration.

Open the survey:

bridge.sooahoo.asia/downloads/bridge-leadership-360.html

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