

720 DEGREE PERFORMANCE APPRAISAL SYSTEM

K.Lavanya
Assistant Professor
Avinash Degree College, LB Nagar

K.Kavitha
Research Scholar
Department of Business Management
Osmania University

ABSTRACT:

A 720 degree Performance Appraisal is basically a 360 degree appraisal twice. It is evaluation of an employee from all the aspects and giving timely feedback to ensure that the employee is able to achieve the set goals before next appraisal. 720 is more development focused than performance alone. 720 degree performance appraisal would be a vital tool as it is used to appraise the performance of an employee from different dimensions and help to overcome the barriers of bias, prejudice and discrimination. The performance is appraised from 5 dimensions and feedback or the appraisal meeting is conducted twice (pre & post feedback) to ensure the efficient performance of the employee.

Index terms: Performance appraisal, evaluation, appraisal meetings, feedback.

INTRODUCTION:

Performance Appraisal is the systematic evaluation of the performance of employees and to understand the abilities of a person for further growth and development. Performance appraisal is generally done in systematic ways. Performance Appraisal should be a positive experience and contribute to the overall welfare of the organization. The criteria for performance appraisal methods are based on various aspects like productivity, quality of work, duration of service and training. Productivity is measured mostly in the case of manufacturing i.e. the number of units manufactured or delivered by the employee. In case of quality of work, precision of the work done is taken into consideration. Duration of services is used as a criterion by Government entities, where they assume the longest serving employee to be the deserved one for an appraisal. When an employee is hired in an organization, his appraisal is subjective to the speed at which he grasps things and information he is exposed to. Regardless of the type of performance appraisal company uses, the organizational goal is to & to improve managers and employees perception of the value and importance of measuring performance.

METHODS OF PERFORMANCE APPRAISAL:

Traditional Method:

1. Rating Method
2. Checklist
3. Forced Choice Method
4. Forced Distribution Method
5. Critical Incidents Method
6. Field Review Method
7. Performance Test and Observations
8. Confidential Records
9. Ranking Method

Modern Method:

1. Management by Objectives
2. Assessment Centers
3. Behaviorally Anchored Rating Scales
4. 360-Degree Feedback

INTRODUCTION TO 720 DEGREE PERFORMANCE APPRAISAL:

A 720 degree Performance Appraisal is basically a 360 degree appraisal twice. It is evaluation of an employee from all the aspects and giving timely feedback to ensure that the employee is able to achieve the set goals before next appraisal. 720 is more development focused than performance alone. 720 degree performance appraisal would be a vital tool as it is used to appraise the performance of an employee from different dimensions and help to overcome the barriers of bias, prejudice and discrimination. The performance is appraised from 5 dimensions and feedback or the appraisal meeting is conducted twice (pre & post feedback) to ensure the efficient performance of the employee. Hence, 720 degree performance appraisal can be stated as twice 360 degree performance appraisal: once when the appraisal is done and the targets are set and the second where the feedback is given and the manager gives tips to achieve the goals. Hence, there is a pre and a post round of feedback. The process of 720 involves pre-evaluation where feedback is given in the beginning of the year. Goal and time frame are normally set at this juncture. The employee will be appraised again for the second round known as post evaluation incorporating all the feedback given earlier to seek for further improvements.

DIMENSIONS OF 720-DEGREE PERFORMANCE APPRAISAL:

The performance is appraised from 5 dimensions and feedback or the appraisal meeting is conducted twice (pre and post feedback) to ensure the efficient performance of the employee. Including the pre and the post feedback, that plays a vital role, the 720 Degree performance appraisal has 7 phases.

- a) Pre Appraisal Feedback: This is the first appraisal step that is done after the feedback is collected from the different dimensions or people with whom the employee would interact. In this step, the performance is evaluated, targets are set and feedback or training is organized to help the employee achieve the target.
- b) Self-Appraisal: The employee is given a questionnaire and asked to evaluate his performance and through this method, the employee gets an opportunity to express his thoughts and his valuation of strengths, weakness and judge his performance.
- c) Peers/Colleagues Appraisal: The feedback from the peers or colleagues is important as it helps to understand the ability of the employee to work as a team, co-operate, coordinate with others and bring out the best.
- d) Customer Appraisal: In order to survive in the current competitive market, Organizations aim at achieving high customer satisfaction. Customer feedback helps to analyze the customer point of view and help to improve the person and the Organization.
- e) Sub-Ordinates Appraisal: The feedback of the sub-ordinates is essential to analyze the organizing skills of the employee and to understand his abilities like communication and motivating abilities, ability to delegate the work, leadership qualities and way of handling responsibilities.
- f) Managers/Superiors Appraisal: In this, the performance, responsibilities and the attitude of the employee is evaluated by the Superiors or Managers.
- g) Post Appraisal Feedback: It is this step that makes the 720-degree performance appraisal different and better than the 360-degree performance appraisal method. In this step, the performance is evaluated based on the target set in the Pre appraisal and feedback is given. Timely feedback and guidance helps to make the employee improve his performance.

OBJECTIVES OF 720-DEGREE PERFORMANCE APPRAISAL:

- To Understand the perception & satisfaction level of the employees in the present appraisal system
- To understand the extent of usage of 720 Performance appraisal in management practices.
- To understand the overall impact of 720 on various management practices like employee satisfaction, productivity, Training & development of selected organizations.

REFERENCES:

- From 90 degree to 720 degree performance appraisal by Sujith A, Imperialjournal of interdisciplinary Research (IJIR) volume -3.
- The Need for 360 and 720 Degree Performance Appraisal System in Indian Organizations by Ms. Ramila Devi Ram Sing, International Journal of Pure and Applied Mathematics Volume 119 No. 15 2018, 1101-1118
- Zenith International Journal of Multidisciplinary Research Vol.1 Issue 4, August 2011, ISSN 2231 5780, The Need Of '720 Degree Performance Appraisal' In The New Economy Companies

