

LEADERSHIP GROWTH IN ACTION:

A CUSTOMISED 360° ASSESSMENT

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CLIENT OVERVIEW

Our client is a governmental entity operating within the space and aerospace industry, playing a strategic role in enabling and regulating a rapidly growing private-sector ecosystem. As part of its commitment to leadership excellence and future readiness, the organisation sought to strengthen leadership capability across its most senior levels.

THE CHALLENGE

The client requested support in designing and delivering a **360° leadership assessment** for the **top three levels of the organisation**, with a clear focus on **development**.

A key requirement was ensuring that leadership feedback was measured against what **success should look like in the future**, rather than against generic leadership models.



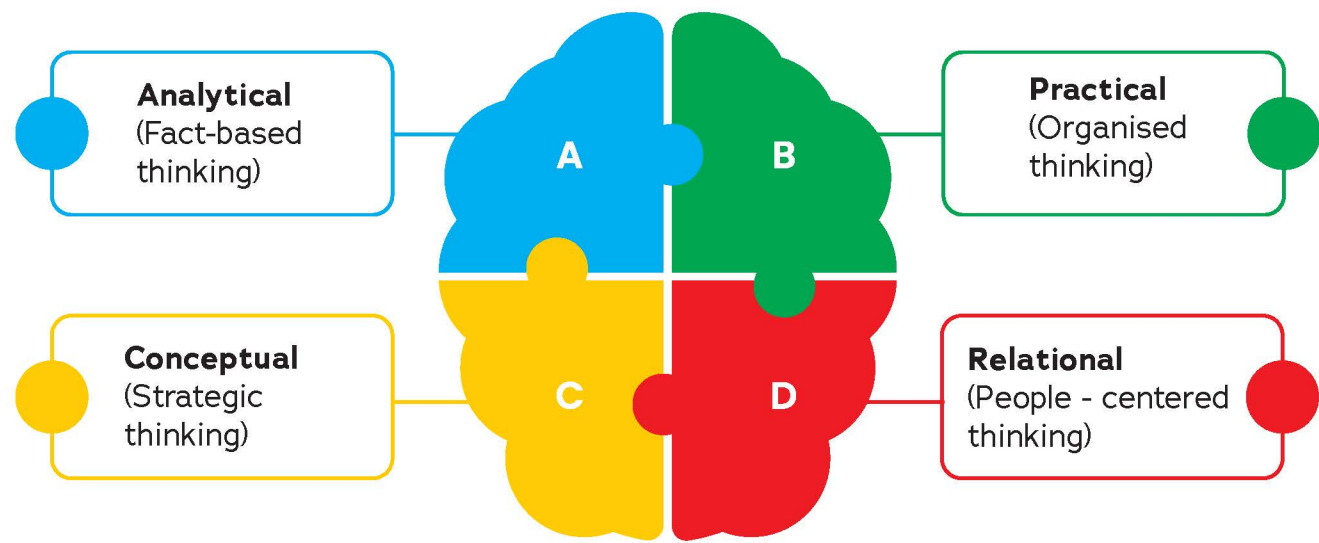
OUR APPROACH

1. DEFINING SUCCESS: IDEAL PROFILES

We began by creating ideal profiles for each of the three leadership levels in the organisation, using the Whole Brain® methodology as the foundational framework.

The Whole Brain methodology is a validated thinking and behavioural framework that recognises that effective leadership requires a balance of four distinct thinking preferences:

- **Analytical (Fact-based thinking)** : logic, data, technical expertise and quantitative analysis
- **Practical (Organised thinking)** : planning, process, execution, risk management and operational discipline
- **Relational (People-centered thinking)** : communication, collaboration, empathy and stakeholder engagement
- **Conceptual (Strategic thinking)** : vision, innovation, big-picture thinking and future orientation



Rather than assessing leadership through a single lens, the Whole Brain approach enables a holistic view of leadership capability, highlighting both dominant strengths and underutilised thinking styles that are critical for effectiveness at different leadership levels.

To develop the ideal profiles, we conducted a comprehensive organisational deep dive into:

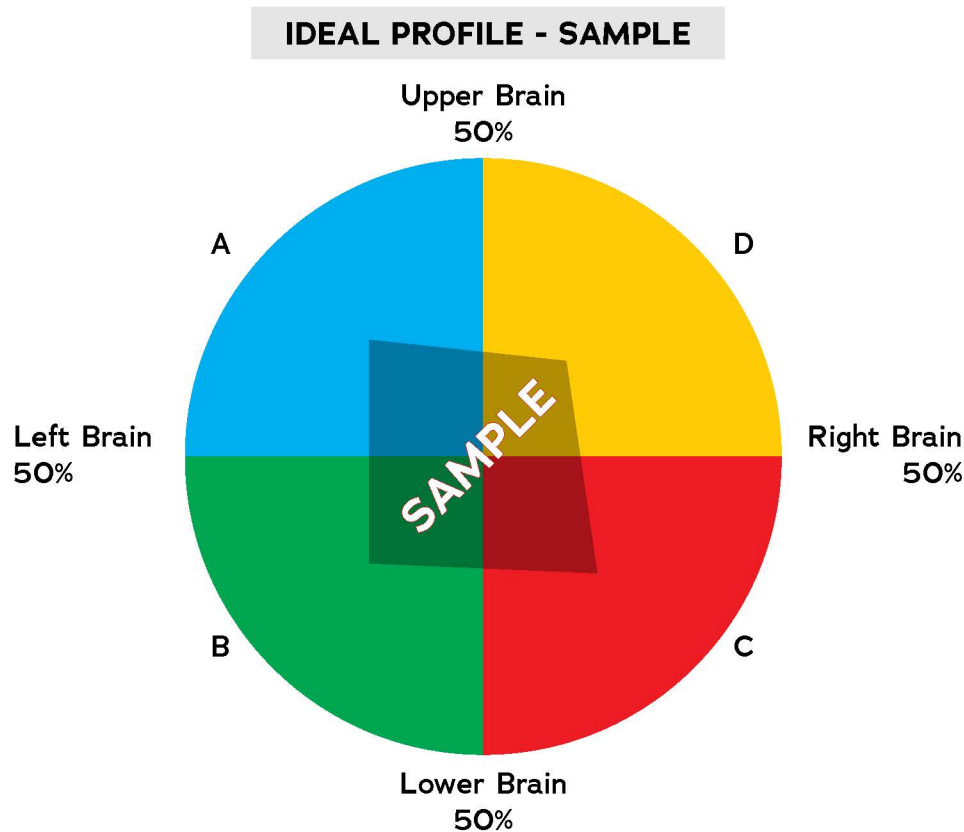


In parallel, we carried out regional and global benchmarking across comparable organisations in the space, aerospace and advanced technology sectors.

Using these insights, we:

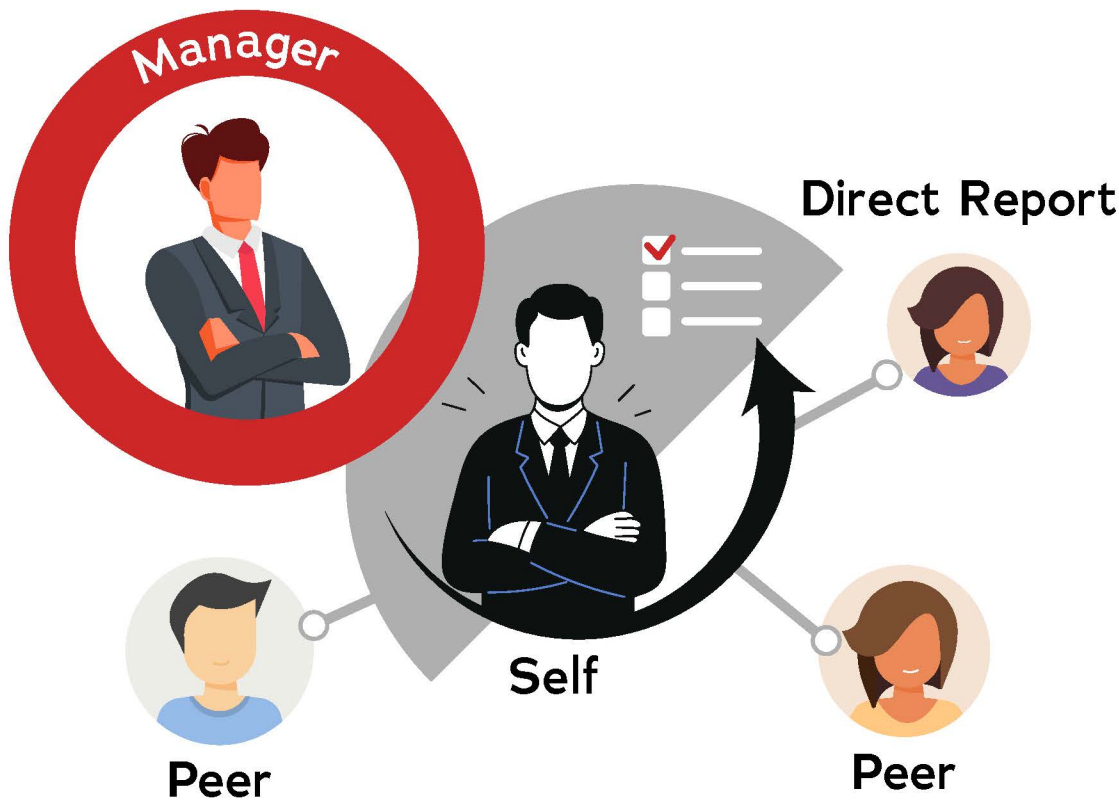


This process culminated in three distinct Whole Brain-based ideal leadership profiles, clearly articulating what effective leadership looks like at each organisational level, today and into the future.



2. CUSTOMISED 360° LEADERSHIP ASSESSMENT

A **360° assessment** is a multi-rater feedback process that gathers structured input on leadership behaviours from multiple perspectives, typically including:



- Self-assessment
- Managers
- Peers
- Direct reports

For this engagement, the **360° assessment** was fully customised to reflect:

- The client’s leadership competencies
- The three level-specific ideal profiles
- The Whole Brain framework

This ensured that feedback was **relevant, contextual** and aligned to **strategic leadership expectations**, rather than based on generic or off-the-shelf models.

3. REPORTING & INSIGHTS

Following the assessment, we delivered:

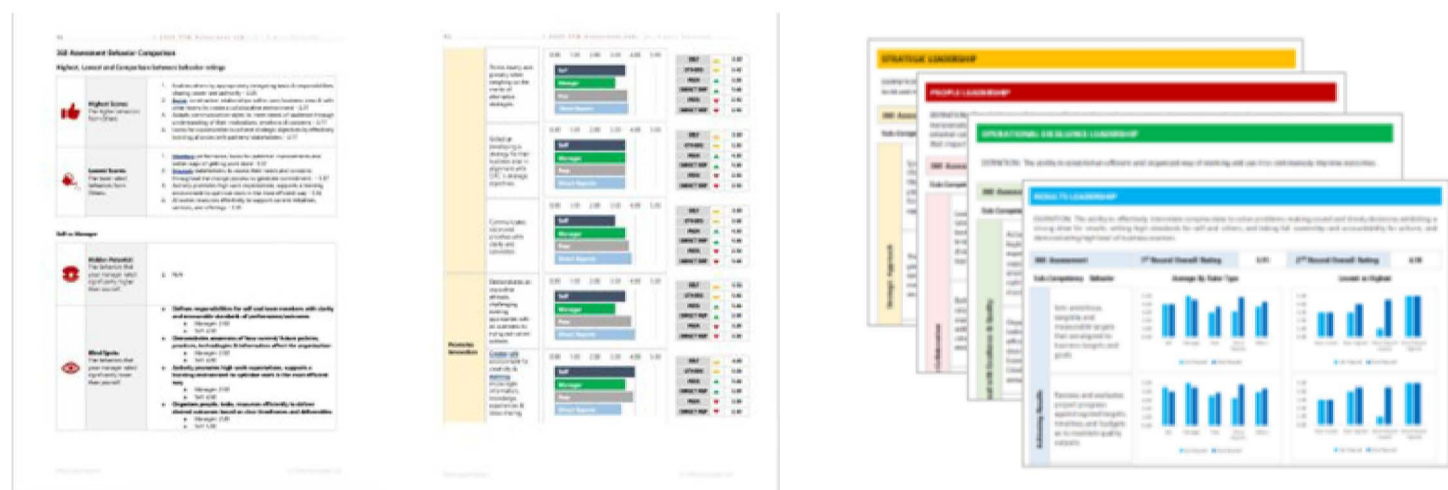
Individual confidential reports for each participant, highlighting:



An aggregated group report for HR and senior management, providing:



Data-driven insights to inform leadership development initiatives



OUTCOME

The client gained a **clear, objective view of leadership capability** across its most senior levels, grounded in both organisational strategy and global best practice.

The outputs enabled:

- Targeted leadership development planning
- More informed succession and talent discussions
- A shared understanding of what “great leadership” looks like across the organisation

At TTM Associates,

we humanise the experience in Employee Experience, Talent, and Learning. We help organisations and individuals transform mindsets, leadership behaviours, and values to thrive in the new era making a lasting impact. Our mission is to bridge the gap between human capital and transformation through a cohesive and human-centred approach.