



An Introduction to YSC Online

Helping organizations worldwide
to measure what matters most

What kind of survey partner are you looking for?

We want more control over our surveys. We want to be able to make some changes ourselves.

We need clear, transparent pricing.

This survey needs to go out ASAP.

My current service provider takes too long to make changes. We need a company that is fast and responsive.

I need to speak to a human, not a robot.

I need something off the shelf.

I need a survey done in Russian, Arabic and English.

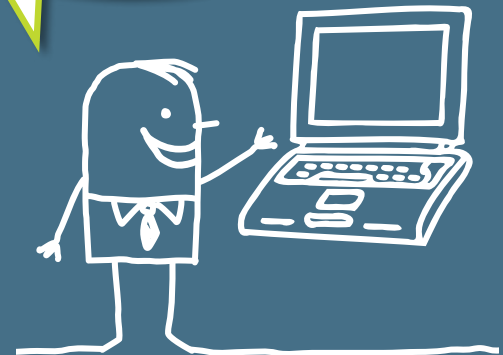
I need something totally customized.

We need guaranteed anonymity for recipients and peace of mind that all data is confidentially held.

We need 24/7 support for a global workforce.

We need advice on what a great and highly effective survey looks like. What's best-in-class?

If any of the above rings a bell – we can help. Contact us today.



From individual 360's to organization-wide surveys: we help provide the insights you need

360° Feedback –

Setting the industry standard

Our cutting edge multi-rater feedback survey sets the industry standard for what a great 360° feedback process feels like. We offer a completely customized product or standard survey template. Design can also be supported by our own in-house psychologists.



Pulse Feedback Tracker –

A customized 360° to track change

When you need to measure the success of your development interventions, our Pulse Feedback survey is the tool of choice. It measures change using a short, targeted survey at timely intervals, tailored to individual goals.



Organizational Surveys –

Customized to your requirements

How are your people really feeling? This survey can measure your organization's culture and climate. It can also measure employee satisfaction and has the ability to be hosted on your intranet.



Team Effectiveness –

Improving collective endeavour

This tool helps teams understand how they work together. It explores teamwork across five critical dimensions, helping team members work more effectively.



Authentic Leadership –

A leadership blueprint

The Authentic Leadership 360° gets to the heart of what characterizes highly successful leaders. It can be used to support personal growth for one or a cohort of leaders.



Meaning InQ –

The importance of engagement

Based on YSC's best-selling Meaning Inc book, this survey gives a read out on the levers for deep engagement and connection within your organization.



Coaching Effectiveness –

Embedding a coaching culture

Based on YSC's experience of managing coaching services, this survey provides an overview of the effectiveness of an organization's investment in coaching.



Potential Guide/360° –

Gauging potential talent

Developed with Saville Consulting, this tool offers an insight into how individuals see their own potential, tapping into predictors of success. We also offer a 360° survey based on the YSC Potential Model.





The importance of feedback

It is only through feedback that we are able to find out what's important, what works, and what needs changing

YSC Online's cutting edge system empowers individuals and organizations to reach out to stakeholders – both internal and external. Our system is flexible, highly customizable and above all easy to use. YSC Online is a division of YSC – a world leader in business psychology and leadership development.

“360° feedback has become an indispensable part of our coaching process. Often the 360° feedback session is the basis for significant change on the part of our coachees and we encourage them to re-do their 360° further down the line to ensure the behavioral changes they are working on are being noticed. In today's world when clients are keen to measure the effectiveness of their coaching spend, the 360° tool provides valuable empirical data.”



“We've never had a supplier relationship as good as the one we have with YSC Online. Over the years they have continued to be professional and flexible in supporting our survey requirements, often with strict deadlines! The team are a pleasure to work with and always provide good advice.”



About us



Combining industry leading technology with YSC's global excellence in business psychology, we help you to enhance the development of individuals, teams and organizations by providing a best-in-class feedback service

At YSC Online we've been a trusted partner to a diverse and global client base for over 10 years. We provide clients with 24 hour customer support from our core hubs in London, New York and Sydney. When you partner with us you'll be supported by a dedicated client team of experienced professionals and business psychologists. Our primary goal is to provide invaluable insight, delivered through exceptional customer service representing a clear return on investment.

Being part of YSC means that YSC Online can offer a richer approach to a given situation. YSC is a trusted advisor to many companies and organizations and its core expertise is advising on strategies which build individual and organizational capability, driving business performance. YSC Online can further draw upon a cutting edge research team and, where appropriate, YSC external benchmarks.

Although more companies are moving to an online offering, at YSC Online we have preserved our human element to doing business, regardless of the level of support you choose. Your personal account manager, supported by the wider team, will be dedicated to driving high response rates while maintaining professional standards.

"We've been a client to YSC Online for over 5 years and have received a friendly and efficient service 100% of the time, no matter who we deal with. Their 360° feedback reporting is a well respected and regularly requested option from Whitbread's choice of development strategies and we find them great value for money."



"We appreciate the genuine and flexible approach that YSC take in their partnership with us. Their readiness to understand our needs and adapt their approach accordingly has helped us make some great improvements to our leadership development initiatives such as our Leadership 360° tool and feedback."





Our service to you

We take pride in our client service offering:

Tailored solutions

We partner with you to create surveys that exactly match your needs, while still being able to draw on our own expertly designed off-the-shelf products if you wish.

Flexible service & access levels

Dependent on your in-house resource, project needs and budget, we offer flexible levels of support – from a fully managed service through to a fully licensed solution that puts you in full control.

Web-based

Our user-friendly platform gives clients the opportunity to interact with their results. These results sit on an interactive, online system allowing users to view different comparisons of ratings and responses.

In-house systems compatibility

We can link our system to your internal address directories. We can also host the system or support you in hosting it within your own I.T. environment (intranet and servers).

Multilingual

Smoothly interfaced and easy to use, we offer multiple language offerings for individuals in reading or responding to surveys.

Project management

We can provide a complete project management solution across the full lifecycle of the project. This can include the survey design and deployment stages right through to analysis and presentation of findings at project end.

Transparent pricing

We have a clear pricing structure and can flex our invoicing arrangements to help manage your budgets.

Case Studies

CEO Candidate, global FMCG company

The Client's Requirement

The Chairman and Board of a global FMCG company were looking to appoint their next CEO. In addition to a pool of highly skilled external candidates (identified by head-hunters), they also had in mind an internal candidate whose suitability they wanted to properly determine. There was a feeling that, though this individual was a very strong candidate, there were areas for development.

Our Solution

At the outset, a YSC Psychologist assessed the individual against the role specification, ascertaining whether they were truly 'CEO material'. Important strengths and development areas were identified. Following the assessment, a development plan was formulated incorporating executive coaching. Three key development areas were identified – one of which was communication. The principle issue here was the need to become a better listener and to be more engaging with peers and direct reports.

Using YSC Online's Pulse Feedback Tracker, tailored to the individual, baseline questions were drawn up on a 0 – 100% scale for each of the three development areas. This process allowed all parties to measure and track developmental progress. Ahead of each coaching session the survey was sent to the Chairman, peers and direct reports, thus facilitating feedback in real time.

The Results

The key output and benefit of the Pulse Feedback Tracker was that a very talented and valued executive was kept engaged and motivated around their development, during what could have been a potentially unsettling selection process.

The process itself was tangible and measurable and demonstrated a clear return on investment for the client.



Case Studies

Global energy organization

The Client's Requirement

Our client needed a tool which could be used throughout their business, at all levels and across the globe, but which was also aligned to the organization's culture and mission statement. They specifically wanted a tool which would give a clear indication of key strengths and development needs to be used for performance reviews. In particular, the organization was interested in finding and retaining talented employees and those with leadership potential.

Our Solution

YSC Online created a customized product that was designed by YSC's Business Psychologists. It tapped into the YSC research findings identifying the three major contributors of potential: Judgement, Drive and Influence.

The YSC Online system allowed for the involvement of a large number of people and was accessible to colleagues all over the world, making it ideal for meeting global needs.

The Results

The Potential 360° was rolled out across the global organization at all levels. Responses were collated and personal reports prepared. These summarized both quantitative ratings and raters' comments on the subject's performance in the areas of Judgement, Drive and Influence. This report was used for 1:1 development sessions and for ongoing coaching.

Employees at all levels were encouraged to initiate their own 360° survey, using YSC Online's dedicated system, around the time of their annual review. By using the same survey and set-up, the organization was able to establish an efficient and ongoing means for review and development. The off-the-shelf Potential 360° offering meant that there were no additional costs for survey development and set up, making the whole process more cost effective for roll-out at all levels.



Case Studies

Wealth management division, global bank

The Client's Requirement

After a period of change to both structure and personnel, a wealth management institution, owned by a major global bank, recognized that greater internal collaboration was needed in order to make the organization more aligned and more productive. While there was evidence of great relationships and connections between some of their related teams and functions – there were a number of key stakeholders who struggled to work alongside others due to strong personalities and a lack of knowledge and trust of how others worked.

To increase team effectiveness and ultimately the bottom line, the bank looked for a partner that was not only adept at survey deployment, but which could add value through leading edge advice and other services, complementary to the core survey.

Our Solution

YSC Online recommended deploying a Team Effectiveness survey to act as the foundation of a team day, to help the teams understand how they were perceived externally and as an opportunity to think about how they worked together.

A team day was designed to explore stakeholders' objectives in relation to their future, how they currently worked as a team and what a 'high performance' team should look like. Each member of the team was sent a YSC Online Team Effectiveness survey to complete, which was then compiled into a team report.

A team day was held, facilitated by a YSC consultant, who used feedback arising from the Team Effectiveness report to identify strengths and development themes. As a result of this, a strategy for changing work patterns that would foster closer and more productive working was devised and implemented.

The Results

The Team Effectiveness survey was used as a basis for dialogue within the top team to talk through difficult issues. It also helped to highlight shared strengths and weaknesses, enabling individuals to see the 'bigger picture'. The team had a follow up day six months later to re-visit their shared goals and track progress.



Our Clients



Facts & Figures

At YSC Online we've successfully completed more than **6,500** projects

At approximately **85%** our completion rates are far higher than the industry average

We've partnered with over **250** organizations worldwide

We have delivered surveys in over **30** countries around the world

We have a global office infrastructure enabling us to offer quality support to our clients in multiple languages **24** hour high

90%

of our work is repeat business

We have designed over **1,900** customized questionnaires

We have collated feedback on over **14,000,000** questions



At YSC Online our mission is to measure the feedback and opinions that matter most to your organization and your people. By helping organizations access original insights and by shedding light on the key drivers and levers in your workforce, we help you gain competitive advantage. We achieve this by combining leading-edge technology with best-in-class customer service – backed up by YSC’s trusted name as the industry leader in business psychology. Our key client offerings include 360° feedback for individuals and teams as well as organizational surveys. We partner with clients from our three main hubs in London, New York and Sydney, enabling us to provide 24 hour global coverage in a 24 hour business world.

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Helping organizations worldwide to measure what matters most



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