

Using Launch 360 Leadership Assessments as an Independent Executive Coach

Introduction: This document provides a step-by-step guide on how to use Launch 360 Leadership Assessments as an independent executive coach. This tool is designed to help you gather feedback and assess leadership skills in a straightforward and cost-effective manner for your coaching clients.

1. Purchase the Assessment:

- As an independent executive coach, you will act as the administrator for your clients.
- Purchase 1 assessment for each coaching client you work with. For example, if you are coaching Sam Jones, buy 1 survey specifically for Sam.
- Consider purchasing a package with multiple assessments if you plan to work with multiple clients over an extended period. Bulk purchases can lead to cost savings.
- These assessments can be used for a period of 1 to 2 years, depending on the package you purchase.
- Your coaching clients can be from different organizations.

2. Set Up the Assessment:

- To set up the assessment, you will need the following information for each participant:
 - Name
 - Email
 - Phone number
- In the example mentioned, for Sam Jones, launch the survey to Sam and everyone you and Sam want to participate in his 360 reviews.
- You can include up to 20 participants in a single assessment. If you need more participant slots, you can purchase additional "responder seats."

3. Future Clients:

- 3 months from now, when you start working with a different client (e.g., Sally Fields), you can purchase a new survey (or use one from a package you already bought) and launch the survey to the new client and an entirely different set of participants.

- As the administrator, any assessment you launch will display in your portal dashboard
- Your clients do not gain access the portal. You, as the administrator, can manage all assessments and monitor the progress of all assessments.
- The generated assessment report is only visible to you as the administrator. You can download the report and share it with your client in the most appropriate way/time.

4. Customer Communication:

- Launch 360 does not contact your clients directly.
- Your coaching clients will receive an email from Launch 360, indicating that they are being asked to participate in the assessment and providing a link to the survey.
- No direct communication or sales attempts are made to your clients.
- The only point of contact for Launch 360 is with you, the administrator.

Conclusion: Launch 360 Leadership Assessments are designed to be a cost-effective and convenient tool for independent executive coaches. You retain full control as an administrator, from purchasing assessments to managing and sharing reports. The tool aims to simplify the assessment process, allowing you to focus on coaching and helping your clients grow as leaders. If you have any further questions or need assistance, you can reach out to the Launch 360 team for support. A demo video is also available for reference: [Launch 360 Demo Video](#).