How a LOOP3D 360 works

A plain-English summary of what we measure, how scores are calculated, how anonymity is protected and what a short 360 can and can't tell you.

1 What we measure

Each leader is rated on **3 areas** they choose from our library of 13 leadership areas. Each area has 3 behavior questions, so every rater answers **9 questions**, about 4 minutes. Every question describes something a coworker can see, never a personality trait.

Raters also answer 2 optional comment questions: what the leader does well, and what they could do better.

2 The rating scale

Raters say how often they see each behavior. Frequency is easier to judge consistently than quality or agreement.

1	2	3	4	5
Never	Rarely	Sometimes	Often	Always

Raters can also choose **Not observed**. Those answers are left out of every average, so guesses don't pull scores up or down.

The leader rates themself on the same 9 questions.

3 Who rates

The leader invites coworkers who see their work, such as their manager, peers and direct reports. A report unlocks at 6 or more rater answers.

Our anonymity rule

A report unlocks when at least 6 raters answer. Any rater group with fewer than 3 answers is merged into “Others,” and monthly check-in scores show only when 3 or more raters answer. No one, including HR, ever sees an individual rater’s answers.

4 How written comments are handled

Leaders never see comments word for word. AI groups rater comments into 2 to 5 themes (strengths and areas to develop) and writes a short **paraphrased** example for each. The paraphrase removes original wording, names, projects, dates and anything else that could identify a rater. The leader’s own comment is not used for themes.

The 13 leadership areas

Coaches and Develops
Helps people grow through feedback, coaching and new opportunities.

Customer Oriented
Understands and meets the needs of customers and stakeholders.

Encourages Innovation
Makes it safe to try new ideas and challenge the status quo.

Prioritizing and Aligning
Keeps the team focused on what matters most.

Accountability
Owns actions, decisions and results, good or bad.

Drives Results
Gets things done through planning and steady execution.

Synergy
Gets teams and departments working well together.

Motivation and Recognition
Knows what drives each person and celebrates their wins.

Visionary Thinking
Paints a clear picture of where the team is going.

Emotional Intelligence
Reads the room and handles relationships with care.

Strategic Agility
Adapts to change while keeping the long-term goal in sight.

Problem Solving and Decision Making
Spots problems early and makes sound decisions.

Effective Communication
Shares ideas and expectations clearly with any audience.

Each area has 3 behavior questions. The full question set is shared with customers during a demo or pilot.

5 How scores are calculated

Measure	How it's calculated
Behavior score	The average of all rater answers for that question on the 1–5 scale. "Not observed" is excluded.
Area score	The average of all rater answers across the area's 3 behaviors.
Group scores	Shown for each rater group with 3 or more answers. Smaller groups are merged into "Others."
Blind spot	The leader's self-rating is **0.5 points or more above** the raters' average.
Hidden strength	The self-rating is **0.5 points or more below** the raters' average.
Rater disagreement	Flagged when the spread of ratings (standard deviation) is **1.2 points or more**. It means raters see the behavior very differently.
Strength / area to develop	Self and raters are within 0.5 points. It's a strength if the rater average is at or above the leader's overall average, and an area to develop if it's below.

6 How the focus behavior is chosen

The report names **one behavior** to work on first. One focus is easier to practice, and easier for raters to notice, than a long list.

AI (Anthropic's Claude, acting as an organizational psychologist) reviews every behavior's rater average, the gap between self and rater scores, rater disagreement and the comment themes. It picks the behavior where improvement looks most important and gives a one-sentence reason that cites the numbers. The leader sees that reason in the report.

The report also includes a 30/60/90-day plan and an AI coach the leader can ask about their results.

7 Practice and re-measurement

- **Every weekday:** a 2-minute action on the focus behavior, emailed at 7:30 AM in the leader's time zone.
- **Every Friday:** the Friday 5, a short look back at the week.
- **Every month:** the same raters answer 1 or 2 questions on the focus behavior, on the same 1–5 scale. Scores show only when 3 or more raters answer.

This gives each leader a monthly progress line on one behavior, instead of two snapshots a year apart.

8 Limits of a short 360

- **It samples, it doesn't cover everything.** 9 questions on 3 chosen areas can't describe a whole leader. Areas not chosen are not measured.
- **Small groups are noisy.** With 6 to 10 raters, one or two strong opinions can move an average. Differences under 0.5 points should be read with care.
- **Ratings are perceptions.** They show how coworkers see behavior, which matters, but they are not an objective record of performance.
- **Monthly changes need context.** A new team, a reorganization or a hard quarter can move scores for reasons unrelated to the leader.
- **For development, not for decisions.** LOOP3D is designed for growth. We advise against using results alone for pay, promotion or discipline.
- **AI can be wrong.** Themes and the focus pick are AI-written. The leader can see the underlying scores and should use their judgment.

Reliability and validity: an honest note
LOOP3D is new. We are collecting reliability and validity data from early users, including internal consistency of each area and how monthly check-in scores change over time. We have not yet published norms or validation results, and we won't claim any until the data supports them.

Who sees what

Person	What they see
The leader	Their full report: scores by behavior and rater group (groups of 3 or more), blind spots, paraphrased comment themes, focus behavior, plan and AI coach.
HR (Team plan only)	Progress and scores for leaders who joined the company's Team plan. Never an individual rater's answers.
Raters	Only their own survey. They never see other raters' answers or the leader's report unless the leader shares it.

Data and AI. Feedback is stored in the US (Vercel and Supabase, both SOC 2 Type II providers). AI analysis is done by Anthropic under commercial terms that prohibit training on customer data. LOOP3D's own SOC 2 audit has not been done yet. See loop3d.ai/trust for details.

About the method. Designed by Aaron Bodiya, Ph.D., Industrial/Organizational Psychologist and certified 360-feedback provider, with 20+ years consulting with Fortune 500 companies.