



**For Immediate Release**

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**Team Builders Plus Named Top Seller of Software:  
Recognized as Global Leader in T&D**

**Cherry Hill, NJ---September 2005---**Team Builders Plus, a worldwide assessment, training and coaching firm located here, has been named top producer of the **20/20 Insight GOLD** program, an online survey system created by Performance Support Systems (PSS) of Newport News, VA. The designation is significant because it demonstrates the company's expertise in its use, as well as in the facilitation of the **360-Degree Feedback** process.

"The depth of their knowledge and experience with this flexible feedback software helps them deliver extremely valuable performance coaching services to their clients," said PSS President Meredith Bell.

360-Degree Feedback incorporates assessing, coaching and personal action planning. In the assessment phase, using the 20/20 Insight GOLD program, team members are evaluated in every facet of corporate life. The individual performs a self-evaluation, with additional evaluations performed by his or her manager, peers and direct reports. A gap analysis is then prepared showing the differences between the person's self-perception and the perception of all other members of the team.

Team Builders Plus then uses the results for:

- Leadership development (of both current and potential leaders)
- Development of frontline employees who are often technically proficient but interpersonally challenged
- Strengthening teams in order to bolster a more productive work environment.

In their book The Economic Value of Competencies: Measuring ROI, Lyle Spencer and Charles Morrow revealed that 360-degree feedback systems can yield a **return on investment of as much as 700%**.

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The 20/20 Insight GOLD program, for which Team Builders Plus is being recognized in terms of unparalleled sales and excellence in application, is an adaptable multi-media tool that is used to administer and manage 360-degree feedback and other surveys.

“Unlike the countless 360-degree software packages out there today, 20/20 Insight GOLD is completely state-of-the-art.” said Jeff Backal, president of Team Builders Plus. “The system allows the user to customize evaluations; create, distribute and collect the assessments; print individual and project summary reports; and prepare the data for individual development. Another important aspect is confidentiality among the feedback recipients and raters.” Backal goes on to explain that confidentiality is critical to maintaining accuracy of the results. “If the feedback recipient is not guaranteed that the results will remain confidential, he or she may feel anxious about the purpose of the process. Likewise, if the respondents are guaranteed that they will remain anonymous, they are much more apt to provide truthful responses.”

Ian Cormack, Director of Organizational Effectiveness of Arnott’s, an Australian division of Campbell Soup Company said, “I just wanted to offer my personal thanks and look forward to working with you again next year as we continue our leadership journey.”

In terms of the value of coaching, the Manchester Survey of 140 companies found that 9 in 10 executives believe coaching to be worth their time and money. The average return was more than \$5 for each \$1 spent on coaching.

Team Builders Plus partner and Director of Training and Development Merrick Rosenberg adds, “Time and again, the research shows that the companies who invest in the personal growth of their staff members are rewarded with the highest levels of employee retention and productivity.”

Since its 1991 inception, Team Builders Plus of Cherry Hill, NJ, has conducted individual, team and organizational assessments; coaching and leadership training in 33 states and territories and in 20 foreign countries, including Australia, Asia Pacific, France, Canada, Holland, China and the United Arab Emirates. Approximately 20 percent of Fortune 100 companies are clients of Team Builders Plus. Among them are: L’Oreal, Twentieth Century Fox, Ford Motor Company, the Environmental Protection Agency, Campbell’s Soup, Nabisco, Miller Brewing Company, the National Institutes of Health, Price-Waterhouse Coopers, M&M Mars, and the U.S Marines.



For more information on leadership development, assessment tools, training programs and coaching processes, logon to [www.TeamBuildersPlus.com](http://www.TeamBuildersPlus.com), or [www.360-degreefeedback.com](http://www.360-degreefeedback.com), or call 856-596-4196.

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