

## Why Consultants like using 20/20 Insight



**Corliss McGinty, Soft Solutions Consulting**

Greensboro NC

When I did my first 360 project in 1993, I had no choice in the software selection. The bank I contracted with made that buying decision so I focused on the content of the developmental sessions I facilitated over the next five years.

When I did have a choice, I did my due diligence and researched many companies. It was after I attended training at Performance Support Systems to learn how to use 20/20 Insight, I *knew* I had made the right decision. It's very important to me that I work with firms that have integrity and are on the leading edge of both thought and technology. I found both at PSS. What I didn't expect was the tremendous support in marketing and technical issues (tweaking the instrument to fit a need). I value my relationship with PSS over the past dozen years. Even if a competitor came out with a new whistle or bell, I am loyal to PSS.

Because relationship is core to my business and vendors I work with, I have no hesitation to endorse my wonderful friends at PSS. When your name and reputation are on the line, you want to align yourself with the best and with those that support your highest success. PSS is such an organization.



**Chris Reilly, Ph.D., Sperduto & Associates, Inc.**

Atlanta, Georgia

As a consultant, I strive hard to provide clients with the best possible services and products. Although we have partnered with a number of firms across the past 20 years to help us serve our clients, PSS is the only partner who has consistently come through in the clutch and added value beyond what we could have done ourselves.

Their orientation and help in understanding products and their usage has led to many highly successful projects across time. Their responsiveness is incredible, and they have helped us when we have made mistakes to fix things before they became apparent to clients.

I know that no matter what happens with a subject, the internet, our system, or client errors, they will do everything in their power to help us and fix the problem. They make our problems or issues their problems, and they resolve them as if we were their only client.



**Bonnie Reiner, BHR Training, Inc.**  
Hanover, Massachusetts

I can't imagine running my consulting business without 20/20 Insight. I've been using 20/20 now for two years and it has been an invaluable addition to my consulting practice. I now have a tool that allows me to provide valuable feedback to my clients through 360-degree feedback surveys, organizational climate surveys, and customer surveys.

I've seen the transformative impact that the feedback from an organization survey has had on one of my clients. The results of a climate survey indicated that one's individual management style was rough and insensitive. It was creating a disengaged workforce. The survey results, as difficult as they were to see, forced this manager to see how he was perceived by his employees. He was crushed. However, after some self-reflection, he realized that he needed to make some changes to his leadership style in order to create a more positive and engaging work place. The results were extraordinary. This transformation would not have been possible without the survey results.

20/20 Insight is not only a great tool: the training, technical support, and marketing support are also superb. The PSS team is always there to help and support you in any way possible. I would recommend 20/20 Insight to any organization. They are world-class.



**Neal Larsen Palmer, Ph.D., Communication Excellence Institute**  
San Dimas, California

We've just come off a very successful team-building with a construction firm in Northern California, where we used the 20/20 Insight 360° feedback program. We were especially pleased with the advanced reporting features of the program. We had done a 360 with that client a year ago so providing

the comparative data from that time proved very helpful for them.

We have used the program for almost 10 years as a mainstay of our team-building efforts. We can't even visualize conducting any serious team-building without it. The wide-ranging reporting capabilities combined with a high level of confidentiality has ensured maximum candor by all participants. The program also encourages truly constructive feedback even in situations highly charged with conflict.

Since I'm the IT guy of our company, I have had the pleasure of interacting with Meredith and all the support staff. They have always returned my calls quickly and courteously, especially when I've been in a "crunch." There is no substitute for this kind of human support in this impersonal technological age, particularly when so much is at stake for the high-level teams we work with.

We at CEI truly value our relationship with PSS and look forward to many more years of quality innovations and support.



**Bud Cummings, Professional Development Associates**  
Abilene, Texas

If you are looking for an organization that really walks the talk, providing you and your clients with rock-solid support, imaginative and spot-on marketing material, and ideas and strategies to help you be successful in your business...this is it.

The staff at Performance Support Systems truly believes and acts upon the idea that to be successful in their business depends upon developing the products and implementation processes which will help consultants not just be successful, but thrive. The product 20/20

Insight meets and exceeds expectations as a multi-level feedback acquisition tool which can help you build your business in addition to providing services for your clients.

I have worked with each of the team members at Performance Support Systems for 14 years...or for as long as they have been there, whichever is longest, and they have never disappointed me. Performance Support Systems is the epitome of the client-centered, high integrity, high support company with world class products. You could look for a lifetime and not find its equal.



**Ed Hubbard, Ph.D., Hubbard & Hubbard, Inc.**  
Petaluma, California

The 20/20 Insight multi-rater system is outstanding and without a doubt is well worth the investment! I have nothing but praise for the system and the 20/20 support team. It's not only have a world-class product, in addition, the marketing support tools are excellent.

A primary focus of our business is Human and Organizational Performance. One aspect we focus on, for example, is Diversity and Diversity Return on Investment initiatives. We have used the 20/20 system in the following ways with our clients to:

- Conduct Diversity Organizational Climate Surveys
- Gather data for Focus Group Interviews
- Conduct Diversity Needs Assessments
- Analyze Managerial Effectiveness...and much more

The 20/20 system's interface is extremely easy to use, very intuitive, and performs well. You will be hard pressed to find a more economical and affordable product similar to this on the market. We have used the 20/20 system for many years, and it has served as an invaluable tool and product for our organization and our customers. It is by far THE BEST 360 Multi-rater tool on the market! I would recommend this product and the PSS organization without hesitation.



**Chris Gatti, CRG Associates**  
Ashland, Massachusetts

We have been working with the team at Performance Support Systems for close to ten years, and it was one of the best business decisions I have made as a small business owner leading a growing training and consulting firm.

Our primary services are the delivery of training and learning experiences for our clients. We support much of what we deliver with assessment services that include: 360 Feedback Assessments and Coaching, Pre- and Post- Training Metrics – Level 3 Evaluation, Organizational Climate Surveys, Employee Opinion Surveys and Needs Assessment Surveys.

As the business grew and we needed a reliable approach to assessment services, a colleague recommended PSS and their award-winning 20/20 Insight product. Having the option of owning the software and acting as our clients' service bureau was a good fit for our team. We have grown our business in this area, and our assessment services now represent approximately 20% of our business. The related leadership, management and supervisory training programs into which we embed the assessment process represent another 45 – 50 % of our revenue. A wise investment indeed!

We love working with the team at PSS, not only because the product is so user-friendly and flexible, (which it is!) but also because the technical team is the best in the business. They are extremely supportive, accessible and knowledgeable. We know that our clients will be served well because we have the guarantee of solid service from PSS supporting us every step of the way.

The product itself is outstanding: it is so flexible, easy to use and professional that it can compete with the biggest survey firms in the industry. It is by far the most economical, and that makes a big impact when proposing to potential clients and users. Our clients are very satisfied with the process, online ease and resulting reports that we can offer them using 20/20 Insight.



**Mel Nelson, Executive Management Systems, Inc.**  
Fargo, North Dakota

My initial investment for the 20/20 Insight platform was recovered in four months, and it has been a fundamental communications medium to engage my clients ever since. 20/20 Insight is a very valuable and highly versatile communications vehicle. It allows me to probe a leadership team's thinking in-depth without convening a meeting. I can go into more detail, more depth, and use this information to set the stage for a very productive strategy session.

Performance Support Systems has been my partner in my practice of consulting, providing a unique, excellent, and powerful platform to allow me to add value to my work with clients. PSS has always been available when I've needed assistance. Their values match up with mine – honesty, integrity, service, kindness, with smiles. I want partners who shoot straight, who tell the truth, who know what they're talking about, and who are willing to invest in building a solid relationship with me. PSS meets the test in every area.



**Barbara Wilson, Acorn Learning and Development**  
Eliot, Maine

20/20 Insight has helped me do my job better by enabling me to be more targeted and relevant, thus helping my clients achieve their desired outcomes. As a result, I have a business that is characterized by satisfied clients and repeat customers. I have used this powerful tool in several different ways:

In my APEX Coaching practice, the feedback from a 20/20 Insight survey provides my coaching clients an understanding of their strengths and how to continue developing them. It also sheds light on their growing edges. Because of the opportunity for narrative comment by respondents, and because of my practice of phrasing questions in terms of behaviors not just adjectives, actionable data is produced. Clients can then more clearly define development goals and desired outcomes to be accomplished through our coaching partnership.

In my Acorn Learning and Development practice, I often work with organizations embarking upon a leadership development initiative. Using 20/20 Insight to conduct a company-wide climate survey helps me to create a curriculum that is targeted and relevant to the developmental needs of the organization.

I also use 20/20 Insight as a benchmarking and assessment tool for measuring the growth of the leadership development candidates themselves and the effectiveness of the curriculum I create and deliver.

In my Wellness Strategies enterprise, 20/20 Insight helps us to make the business case for workplace wellness. Because of the staggering increases in employee health costs, business leaders are looking beyond activity-oriented employee wellness programs to results-oriented outcomes. This means workplace wellness programs not only look good and make people feel good, but they must be benchmarked, evaluated, and provide significant returns on investment. The data produced from a 20/20 Insight employee needs and interest survey provides a critical component in assessing a company's W<sub>2</sub>Q™ or Workplace Wellness Quotient.

PSS is great to work with. I value their consistency, responsiveness, accessibility, and always making me feel that no question is too small or too big...or too lame!



**Don Dusenbury, Organization Assessment & Development, Inc.**  
Bentonville, Virginia

Over the last twenty-five years of improving the workplace with assessment and organization development, we have used scores of instruments. 20/20 Insight has proven itself to be the most versatile and user-friendly of them all.

Whether tailoring a climate survey to a unique workplace or adjusting respondent groups for a multi-faceted job, 20/20 Insight is easy to set up, administer, and report out. Similarly, the service and support rendered by Performance Support Systems to consulting firms is without par—from marketing to technical support—they make my job easy.



**Shawn Devine, The Training Edge Group, LLC**  
Atlanta, Georgia

We use 20/20 Insight primarily with our management clients who request additional coaching and feedback related to their overall job performance and management style. The ability to provide this service allows us to work more closely and individually with some of our top clients. The 360 feedback process is integral to the process because clients receive real, actionable information about both productive and unproductive aspects of their management style. The realistic feedback combined with the ideas and theories of related workshops and other learning events can drive truly productive changes in behavior – behaviors we may not be able to identify or measure

without a quality 360 tool.

PSS is outstanding in terms of both product and support. The product itself is flexible, allowing for use across a variety of survey-style applications. The robust database of questions and associated coaching tips make it easy to produce powerful surveys and results reports very quickly. The product training is excellent and the ongoing support is not only helpful, but also friendly! The people at PSS are committed to their product and to their clients – and it shows in their actions.



**Gary Sapir, Integrated Performance Resources, Inc.**  
Boca Raton, Florida

I have been associated with PSS for almost 10 years, and it has been a most rewarding, profitable and downright enjoyable experience. From the start of my relationship with PSS, I received all the support necessary to hit the ground running in order to provide feedback services to my clients.

As a former corporate user of 20/20 Insight, I understood the value of the product and soon experienced the value of the friendly, courteous and knowledgeable support received from the PSS staff. They truly are like helpful family members who take a personal interest in helping me to achieve business success and the best results for my clients.

As an Organizational Development consultant, I have been able to capitalize on the flexible nature of the 20/20 Insight software to provide a wide range of feedback services to my clients. From traditional 360<sup>0</sup> feedback to organizational surveys and training evaluations, 20/20 Insight is a tool that adds great value to my leadership development, executive coaching, and training and development services. As a client retention strategy, I am able to maintain long-term relationships with those clients who complete annual 360's and culture/climate surveys using 20/20 Insight. Of course, offering these services has enhanced the sale of my related services such as training, coaching, strategic planning, team building, conducting focus groups, etc.

My partnership with PSS has been an integral part of my business success. They support my business not only with timely and helpful technical assistance but also with ongoing sales support and creative ideas for selling my services. The people at PSS understand what I do and are always available to brainstorm or provide materials and strategies to open doors or close the sale. I look forward to a continued and mutually beneficial relationship with PSS!



**Dennis LaMountain and Camille Harris, LaMountain & Associates**

Richmond, Virginia

Having already established ourselves as specialists in 360-degree feedback in the 1980s, LaMountain & Associates was delighted to discover PSS and its new flexible and customizable multi-rater feedback tool, 20/20 Insight, in 1994. 20/20 Insight enabled us to produce not only state-of-the-art 360 feedback reports, but also organizational surveys, climate surveys, and pre-and post-training surveys for our clients.

Now more than a dozen years into our relationship with PSS, its dedicated staff members are like "family" to us. All of the employees are reliable, efficient, extremely responsive to our needs and to the needs of our customers, and very knowledgeable about 20/20 Insight.

We could not be more pleased with the support we get from the PSS staff and with 20/20 Insight itself! Having considerable experience with joint venturing with other businesses for over 25 years, we are consistently impressed with the level of communication from PSS and its integrity. We highly recommend both PSS and 20/20 Insight to any professional who is interested in using one of the best multi-rater feedback software tools on the market.



**Eduardo Castellanos, Caliper Estrategias Humanas de Mexico**

Mexico City, Mexico

In my opinion PSS is quite an excellent vendor to work with due to several facts. First of all, they have a superb product, 20/20 Insight. Second, they are an incredible friendly and efficient team, always available to help you in any subject related to the use of their software. Third, they are always updating and increasing the functionality of the system. And finally, they have very competitive prices.

Among the vast richness of materials available to end users and consultants, one magnificent and helpful tool they provide with the system is "20/20 PowerUser," which will enable a novice to become a master in the use of a 360 tool focused on individual development.

Through our ten-year relationship with PSS, we have gotten from them several very good ideas, either through webinars, newsletters and/or marketing materials, that have resulted in improvements to our selling processes and at the end led us to gain new accounts.

By being able to offer 360 evaluations tailored to our clients' needs, we have been selected among other consultants to carry out very large projects for top multinational companies in Mexico and Central America.



**Pamper Garner Crangle, Pamper Garner & Associates**  
Signal Mountain, Tennessee

One of the primary reasons I like working with PSS is because they actively seek feedback. It is wonderful to be connected with a vendor that WANTS your suggestions for making the product or service better. Just think how many vendors we all work with on a daily basis who really don't care about our feedback!

Also, the technical support element of 20/20 Insight has been wonderful! Quick, accurate response from knowledgeable support staff.

20/20 has provided my business with an easy to use measurement tool with flexible reporting capabilities. I am very happy with 20/20 Insight and PSS!



**Tom Olson, Ph.D., T.L. Olson & Associates, Inc.**  
Calgary, Alberta, Canada

What can I say about 20/20 Insight and Performance Support Systems? In a nutshell...

Fabulous product!! Fabulous service!! Fabulous people!!

I can honestly say that in the twenty-eight years I've been in practice, no product has done more to help me grow my business and reap the concomitant rewards.

As a user of the software since 1995, I consistently incorporate 20/20 Insight into my training, 360, coaching and survey initiatives. Unfailingly, my clients are impressed with how quickly the confidentiality/anonymity features allow me to build a high level of trust relative to the 360 or survey process on the part of their employees. To an equal measure, they are "blown away" with the quality of information I gather and the myriad of reporting options that I can use to present it. Using 20/20 Insight, I have conducted projects ranging in size from a single feedback recipient to 2500 feedback recipients.

How has 20/20 Insight impacted my bottom line? Significantly! I have a product that enables me to significantly add service costs as I add value to my clients—truly a great selling feature from a consultant's point of view.



**Gayle Abbott, Strategic Alignment Partners, Inc.**  
Vienna, Virginia

20/20 Insight has been a fabulous system for doing organization and 360 surveys. The system is extremely user friendly and intuitive, users have found the final reports to be clear, crisp and easy to read and interpret so they can take action, and the support provided by PSS staff is exceptional.



**Merle Switzer, Switzer Associates Leadership Solutions**  
Roseville, California

As a leadership consultant, I was looking for a tool to use for leadership assessments. Several people recommended 20/20 Insight. I wasn't sure I wanted to invest the money, until another vendor they said couldn't make any modifications to their assessment without supplemental charges. I literally hung up and contacted PSS. The first time I used it I knew I had made the right decision. I love the flexibility. As it turns out, I have used it more for other purposes, such as training needs assessments and team building assessments. My clients have been pleased with the professional looking feedback reports.

The class PSS provided was informative and very useful. Their staff has consistently been friendly and helpful. I see them as colleagues, rather than a vendor's staff. 20/20 Insight was a good investment. I see PSS as a long-term partner in providing quality services to my growing client list.



**Dan Kanouse, Ph.D., Take Charge Consultants, Inc.**  
Coatesville, Pennsylvania

Our firm was one of the first organizations to use 20/20 Insight in 1994. Most 360 assessment tools at the time were laden with pre-set competencies that may or may not fit the organizational culture or the specific needs of the client. 20/20 Insight was one of the first tools that allowed clients to establish their own competencies and assess the total organization as well as departments and individuals.

One of the early uses we had for 20/20 Insight was to do a sales competency survey for an international corporation with offices and sales people in 17 countries. We did the entire survey on the internet and involved over 1000 employees. The company was able to have a common set of competencies that was used in selection, assessment of performance and the development of internal skills training that fit the organization's needs.

PSS offers a training program to teach consultants how to use the software, practice with a real case they are working on, and offer alternative approaches. Additionally, they offer assistance when the consultant is having difficulty in putting together a survey or preparing a specific report. These are typically offered free of charge.

The technical support given by PSS is superior. Any time we have a question or need help, they are always available. In addition, they developed and shared promotional materials and sales aids that we could customize and label with our own company name and contact information.



**Jeff Backal, Team Builders Plus**  
Cherry Hill, New Jersey

Team Builders Plus has been using 20/20 Insight since 1995, and it helped take our business to new levels. Our coaching business took off when we began administering 360, our team development process became much more effective once we started doing team surveys before and following training, and our Organization Development business grew considerably as a result of offering Organization Climate Surveys.

We use the 20/20 Insight software on a daily basis, and over the years PSS has listened to our suggestions for future upgrades and acted upon it. Not only is 20/20 Insight is one of the most flexible tools of its kind on the market, the support we get from Meredith and her team is unmatched. They go out of their way to help us satisfy our client needs.



**Cindy Fox, XB Coaching, Inc.**  
Portsmouth, Rhode Island

The 20/20 Insight system has been an invaluable tool for our business.

Having used the product mainly for a wide variety of 360 feedback projects and surveys, we find the system allows for complete customization and a multitude of options for how the data can be presented in the reports.

The PSS staff is knowledgeable and always available. I'm always impressed by their quick response and service.



**Phil Eastman II, Leadership Advisors Group**  
Boise, Idaho

We use 20/20 Insight extensively in our consulting practice and have found it to be invaluable in the creation of leadership competency models and then in the year-after-year measurement of individual leadership proficiency. We also use 20/20 for our High Performance Team assessment. Some of our clients are on their third year in using this model, and being able to measure their progress has solidified their results and allowed them to focus their

development. We also use 20/20 measure the success of our various programs.

There are three reasons we use 20/20:

1. It is the most flexible system for tailoring and assessing competencies of any kind.
2. PSS supports and helps us build our business.
3. The technical support (which we don't need often) is fast, friendly and effective.

I can recommend 20/20 Insight and PSS without reservation.



**Wayne Reynolds, R&A Training**

Leesburg, VA

I have been using 20/20 Insight for many years. My association with PSS started back in the days before they published 20/20 Insight (1994), so my association has been long and an excellent relationship. In my years working with PSS I have ALWAYS found them to be very professional and consistent in their business approach. Trust is always an issue with me, and I have found all the folks can be counted on and the entire organization trustworthy.

Working with PSS when I was just starting with 360 feedback was very rewarding and helpful in my getting over some problem areas I had, not knowing the uses of 360 feedback. I attended their training and on occasion have visited them in their offices. They have always been quick to respond to any request I have had and provided excellent help when starting with a new client.

If I had not had the help when incorporating 360 into my business, I would have lost many new clients by giving incorrect information about 360, and would have turned off many potential clients. Thankfully, PSS guided me through the process and in one case even made a presentation on my behalf.

Tech support is always there to answer your question or guide you through something you may not understand. PSS also provides a lot of marketing support and a whole array of marketing materials. This was extremely helpful when I developed my web site. Many fine articles are also available.

***20/20 Insight added a lot to my business and allowed me to expand my resource tool box which also increased my bottom line.*** I am so thankful that I made that decision to purchase 20/20 Insight. To me, PSS is family and I am proud to be part of that business family.



**Barb Ashbaugh, Trade Secrets**

Plano, Texas

I have worked with PSS and their product 20/20 Insight for almost 15 years. The relationships I have with their staff and technical support are superior to any I have with other vendors. As a consultant, sometimes I need a fairly quick response to a question and I can always count on them to respond.

The integrity of the company, coupled with the superior product, makes PSS the **best and only source** for multi-rater feedback software.

I have used 20/20 Insight for the following types of surveys: Employee Satisfaction Surveys, Malcolm Baldrige Readiness Surveys, Leadership Team Surveys, Individual Management Feedback Surveys, Needs Analysis Survey, Project Manager Surveys, Facilitator/Trainer Feedback Surveys, and Advanced Surveys comparing one survey to another. You can do virtually any type of survey. I have found if I can dream it, I can create it. This is the beauty of a totally flexible software system.



**Heather and Joe Lipsey, Leadership Solutions, LLC**  
Tucson, Arizona

We've been using 20/20 Insight for more than 10 years. 20/20 has proved to be a remarkable survey and assessment tool for our clients. It is highly flexible and we use it for 360s, employee surveys, and customer surveys. It is so customizable that we've been able to utilize it globally in three languages and eight

countries. The team at PSS supports the product with professionalism and they provide excellent service to us.

PSS is very responsive to any question we have had and continually improves this flexible and customizable product. Meredith Bell supports our marketing efforts with a wide array of comprehensive marketing resources, such as tools, webinars, sample reports, and multi-media presentations for prospective clients. When you have a partner that has a great product with so many potential applications and a superb team that does whatever they can to help you succeed, what more could you ask for?



**Malcolm Jeffris, Howick Associates**  
Madison, WI

Like all consultants, we at Howick Associates are always seeking great ideas and platforms to help enhance our clients' long term effectiveness, as well as our own business results. We have developed an optimal partnership with Performance Support Systems in this regard.

We were an "early adopter" of PSS' 20/20 Insight, having purchased it in 1994. We've enjoyed significant success with our clients in the area of 360° feedback and organizational assessment as a result of using this software. In a typical year, 10-20% of our revenue and service is related to feedback and assessment, and 20/20 Insight is a cornerstone in our practice. Clients appreciate the flexibility, ease of use, and value we bring to the assessment process...which we bring because of the partnership and service PSS offers us.

Our assessment practice, revenue, and margins have grown in the last few years in particular, and these are due to the innovation, focus, and marketing support which the PSS team has delivered. The array of materials, web videos, networking, client communication, and thought leadership they offer has been exemplary.

We are proud to work with a couple of national/international suppliers, and PSS stands at the top in all areas. Because they are innovative and proactive, our relationship with PSS spurs us to also stay informed and on the cutting edge, which in the hectic day-to-day life of consulting is a facet easily overlooked.



**Janet Caffray, Reach For More**  
Charlotte, North Carolina

As a management consultant and executive coach, 20/20 Insight provides a distinct advantage in the services I can offer my clients. First, I can tailor the content of the 360 survey to meet the specific needs of the client. For example, one of my clients has a set of leadership competencies already defined as the benchmark for their organization. Using 20/20 Insight, I created a 360 feedback survey that included all of these competencies and provided the company with the exact information they needed for their leadership development program.

Second, I always receive positive comments from clients I work with about how quick and easy it is to take the 360 assessment. This is another advantage of using 20/20 Insight because it is very user friendly and straightforward. My clients are always pleased with the feedback reports and find the data organized in a way that is meaningful and insightful.

Finally, the team at PSS is truly an asset and always provides the highest level of service. I know that I can count on them to answer any question that comes up, to resolve any technical issues that surface and to find ways to creatively meet the needs of my clients.



**Harvey Bennett, 360 is us Ltd**  
Broadstone, Dorset, United Kingdom

The PSS team has a great skills mix of Organisation Development experts and technical experts who have an in-depth knowledge of the application of survey/feedback techniques, and the capability of turning this knowledge into practical tools which are at the core of my consultancy business. I very much value the constant product development activity. It is clear that PSS listens to the experiences and requests from its customers in order to make refinements to the software.

Technical support is on tap and any (rare) difficulty that may be encountered is dealt with promptly and courteously. The team also is very creative in both product development and in providing quality and very professional marketing materials: videos, webinars, brochures, an impressive website, and so forth. ***PSS demonstrates constantly that it is keen to help consultants build successful businesses for mutual benefit.***

The increasing popularity amongst employers for using 360° feedback means that the marketplace for such tools could become commoditised. However, 20/20 Insight has been developed by PSS to have a number of unique selling points to distinguish itself from the competition. In particular, its flexibility as a survey tool has allowed me to develop my business along new avenues in organisation development, generating significant revenues from consultancy activities.



**Chuck Canfield, Ph.D., The Strategic Processes Group, Inc.**  
Dallas, Texas

As a consultant you are always looking for ways to differentiate yourself from your competition, and 20/20 Insight provides that tangible difference.

We have utilized their multi-rater system since 1995 to generate new business through the use of assessments; help establish behavioral baselines for our executive coaches, conduct employee satisfaction surveys and recently to address the issue of customer satisfaction.

Their technical services are absolutely world class and have always resolved our issues in a very timely and cost efficient manner. Another key benefit is the dedication to helping consultants achieve more business through their assistance with marketing materials, promotions, and audio/visual selling aids.

***Performance Support Systems should be a must vendor for any consultant wanting to provide the very best to their customers, find a way to jump start their practice and increase their profits.***



**Barbara Quist, Creative Partnerships**  
Arlington, Virginia

I have been using 20/20 Insight in my consulting business for more than ten years and have found it a great tool to offer my clients in leadership coaching as well as teambuilding and organizational development. I appreciate how completely customizable it is, which always impresses my clients and helps me meet their needs.

As a non-technical person, I find the just-in-time support that PSS offers whenever I have a problem to be absolutely invaluable. This expert support is offered cheerfully, accurately, and as soon as I need it.

Without hesitation, I recommend the PSS organization as well as its products.



**Kevin King, Jason Philip Seiden & Associates, LLC**  
Chicago, IL

20/20 Insight is a very easy and powerful application for quickly getting the critical data you need for a variety of interventions.

PSS is very supportive of its clients and provides a stellar training program to get you up to speed in no time.



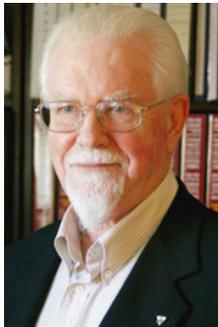
**Janyne Peek, Ph.D., Integ2, Inc.**  
Chicago, Illinois

My association with PSS began over 10 years ago, with a client requesting custom 360 feedback for over 500 managers across 5 states. This was back when email and intranets were a fairly new phenomenon; and when I came across 20/20 Insight, the project went from unimaginable to easily implementable for three reasons: PSS's approach to partnership; sound, user-friendly technology; and amazing customer service/technical support.

The 20/20 Insight technology is robust, user-friendly, and amazingly cost-effective. I received my software on a Saturday, and went through the manual and set up a trial survey which I competently demoed to the customer on Monday, while their IT department attempted to crash it as an – unsuccessful - test! What a fabulous way to initiate a business relationship – both with PSS and the client.

PSS's customer service/technical support is responsive and competent, always with a genuine attitude of helpfulness. To be honest, it is rare that I need the technical support because the software so stable and easy to use.

I use 20/20 Insight in a variety of ways to support my own consulting practice. From soliciting customer feedback, to online "virtual" focus groups, to using it as a feedback mechanism within projects, 20/20 has become an integral tool for practicing a culture of feedback within my own practice.



**Bill Blake, Norquest Associates, Inc.**  
Sarnia, Ontario, Canada

Feedback is an essential ingredient for success whether you are an individual, a team, an organization, or a business. The problem is how to get it effectively, confidentially, and easily. That is the function of 20/20 Insight!

From individual feedback, to organizational climate studies, to assessing customer support for your business, 20/20 Insight can provide an effective and easy answer. The surveys are customizable, the library of ready-made items is extensive, and if you want to combine the two, it is so easy.

If you need help, PSS is always there with a wealth of support material, and an understanding voice at the other end of the telephone. Their technical support is certainly one of the best in the business. Probably one of the best support materials is the "Self Development Toolkit" that is available for every person who receives a report. This makes follow-up both easy and productive.

Another resource is Dennis Coates' reference articles. These are a priceless source of technical information that would be very difficult to obtain in any other way! We have found that working with PSS is a priceless partnership, and a resource that we could not do without.



**George Alwon, Raleigh Consulting Group**

Raleigh, North Carolina

Raleigh Consulting Group has used 20/20 Insight extensively since 1994 to garner 360-degree feedback for use in leadership development and executive coaching. Clients love the results that the program delivers and after one trial, almost always return for more projects.

20/20 Insight is a very accessible program that delivers easy to customize reports. PSS' tech support offers consistently friendly and efficient service. They respond quickly to troubleshooting issues and are skilled at providing guidance on the best way to obtain desired results.

Of the vendors we work with, PSS is at the top of the list for quality product, return on investment and high level of customer service.



**Brenda Wagenknecht-Ivey, Ph.D., PRAXIS Consulting**

Denver, Colorado

There are 2 primary reasons for partnering with the PSS Team: (1) the product – 20/20 Insight– is the best on the market today (in my humble opinion) and (2) the customer service and support provided by the PSS Team are unsurpassed – there is no other service and support like it – anywhere!

I have used numerous other survey platforms and 360-degree feedback surveys, and none of the others are as versatile, customizable, user-friendly, and affordable as 20/20. This software is a must-have "tool" for every consultant's toolkit if you want to gather vital information/data from your clients and/or employees (e.g., prior to management retreats, to develop leaders, to understand employee opinions, to assess the performance of a team, to identify training needs, to measure improvements in performance, etc.).



**Ed Quinn, The InnerWork Company**

Chester Springs, Pennsylvania

Our team development and team intervention services often require a flexible, customizable web-based team assessment tool that can pinpoint team performance levels and allow for qualitative feedback to be confidentially gathered from all team members. The 20/20 Insight tools have provided us with that solution.

Also, the on-going support we receive from Performance Support Systems has been excellent, and made us a long term customer.



**Alice Dendinger, Alice Dendinger Alliance Group**  
Austin, Texas

I've worked with PSS since 2003 and have used 20/20 Insight extensively in my business. The quality of the software is a direct reflection of the quality of the PSS staff.

Just like the software, the PSS staff is easy to work with and very focused on the needs of consultants. Each staff member supports us with marketing materials, product knowledge and technical assistance.

But the staff at PSS goes a step farther....they keep abreast of the industry needs and standards. The research and white papers they provide on trends in organizational development, training, and coaching has really made a difference for my clients. It is this information that sets PSS apart as the expert in the survey industry.



**Bob Mann, ALD, Inc.**  
Hayden Lake, Idaho

***20/20 Insight is the single most important asset in our consulting business.***

In 1994 our consulting firm was looking for an assessment platform that was cost-effective and flexible. We wanted the ability to manage the surveys and assessments for our clients. After much searching, we decided on the 20/20 Insight system from Performance Support Systems. This was one of the best decisions we have ever made with a publisher of products and services for our customers.

It was obvious from our first meeting with PSS they would be an excellent vendor to work with. All PSS personnel were readily available, from the President, customer service, and technical support to assist us with meeting our customers' needs.

PSS provides excellent support materials to assist in sales. They provide a website just for consulting firms that contain materials of a quality that does not require us to generate our own sales materials.

Having the 20/20 Insight product has expanded our offerings to our clients. We can offer greatly enhanced service that help our customers manage their business better. Having 20/20 Insight has allowed us to be a full-service vendor to our customers by enhancing the feedback mechanisms that provide for the reinforcement of learning, customer satisfaction and internal assessments such as organization climate surveys.



**Cathie Leimbach, Strive!**  
Vermillion, Ohio

We have enjoyed using 20/20 Insight for over a decade. This versatile program has allowed us to conduct a variety of surveys, with and without numerical ratings and comments. Due to the flexibility of the 20/20 Insight software and the helpfulness of PSS staff, we have been able to meet diverse customer survey needs. Recent program upgrades offer features that enable us to serve our clients even better.

The web-based feature in which the respondents enter their own answers minimizes our administrative time. Whether we are using the program for one of its intended uses or in a unique application the PSS staff is ready to solve any problems we encounter. PSS offers personable service, responds to our questions promptly, and advises us in advance if their technical staff or the survey server is going to be unavailable. We are fully satisfied with the product and service provided by PSS and appreciate the opportunity to work with this excellent company.



**Lee Wolfe, Halogenex**  
Snellville, Georgia

Halogenex's experience with PSS has been exceptional. They are very helpful with our application needs as well as those of our clients. The opportunity to use the software in creative ways to assist our clients has been very beneficial.

The association with PSS has allowed us to further integrate our services and document performance results for our clients. The ability to add these services for our clients has increased our revenue.



**Karen Geiger, Karen Geiger & Associates, Inc.**  
Charlotte, North Carolina

My relationship with PSS has been an excellent resource for my consulting practice. Everyone on staff is very responsive and knowledgeable without exception. Its promises are always delivered -- in value, price and service.

Meredith and her team are committed to providing high quality service and in addition to responding to us, provide very high quality ideas and resources to pass along to our customers and prospects on a regular basis.

Whether this is a central part of your business or not, ***this is a product worth adding to your toolkit.***



**Jeff Anthony, Commonwealth Metrics**  
Yorktown, Virginia

Having worked closely with the pros at PSS since the 1990's, it's hard to think of them as anything but a seamlessly integrated member of my team. They know my business, they understand the client population I serve, and they *never* compete with me for work. As a result, I am completely comfortable discussing technical issues as well as strategies for more fully and effectively serving my clients.

Associating with a world-class firm like PSS adds immeasurable value to both my practice and my customers.