

This thesis focuses on the topic of the 360-Degree Feedback with the emphasis on the application of this technique. In the theoretical part of the thesis is described the process of the 360-Degree Feedback with the accent on implementation of this tool to the company. The thesis also contains short description of the design of the 360-Degree Feedback questionnaire; and presentation how the data can be collected. Last but not least it is mentioned, how the final output of this method can be used. The application of the tool is described in the complexity of different personal activities and processes, with the combination of other personal tools (such as Assessment centers or Employee Surveys).

The empirical part contains a description of the implementation of the 360-Degree Feedback into a personal and counseling company. The appropriate implementation is here taken like an important part of effective use of this tool. The data of the empirical study were collected by attempted observation.