



Vera Reimagines the 360 Review for Enterprise Turning Costly Performance Reviews Into Continuous Workforce Intelligence

Evidence-based workforce intelligence replaces episodic, subjective review cycles with continuous organizational insight for every level of the enterprise.

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Dr. Ghazaleh Samandari

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/EINPresswire.com/ -- Vera Reimagines the 360 Review for the Enterprise Turning Costly Performance Reviews Into Continuous [Workforce Intelligence](#)

Vera introduces a new workforce intelligence layer to improve one of the enterprise's most entrenched—and resource-intensive—people processes: the 360-degree review. Vera's [evidence-based](#) workforce intelligence ecosystem is a powerful tool for enterprise organizations.

Vera challenges traditional workflows that require significant time and money into annual reviews, competency frameworks, engagement surveys and 360-degree feedback programs designed to understand and improve employee performance. As enterprises fundamentally shift how they operate, the systems used to evaluate their workforces largely have not.

Vera, an emerging leader in workforce intelligence, delivers an evidence-based system designed to continuously transform workforce, behavioral and organizational data into actionable intelligence. Instead of asking leaders and employees to periodically reconstruct performance through surveys and subjective observations, Vera gives organizations an ongoing view into how work is actually happening and where leaders can intervene to improve it. The result is a shift from reviewing performance to continuously improving organizational performance.

The economics of traditional 360 programs extend far beyond the cost of the software. Vera's analysis estimates that a leader can spend approximately 10 to 15 hours per employee across a

single 360 review and action-plan cycle when administrative work, feedback synthesis, meetings, coaching and follow-up are considered.

“For a 60-person organization or business unit, that can represent approximately 600 to 900 hours devoted to a single review cycle—the equivalent of roughly 15 to 22 weeks of full-time work,” comments Julie Cropp Gareleck, co-founder, Vera. “Much of this time isn’t spent changing how the organization performs.”

Valuable time is spent selecting raters, chasing survey responses, synthesizing feedback, preparing reports, conducting debriefs, creating action plans and coordinating follow-up. At enterprise scale, multiplying that

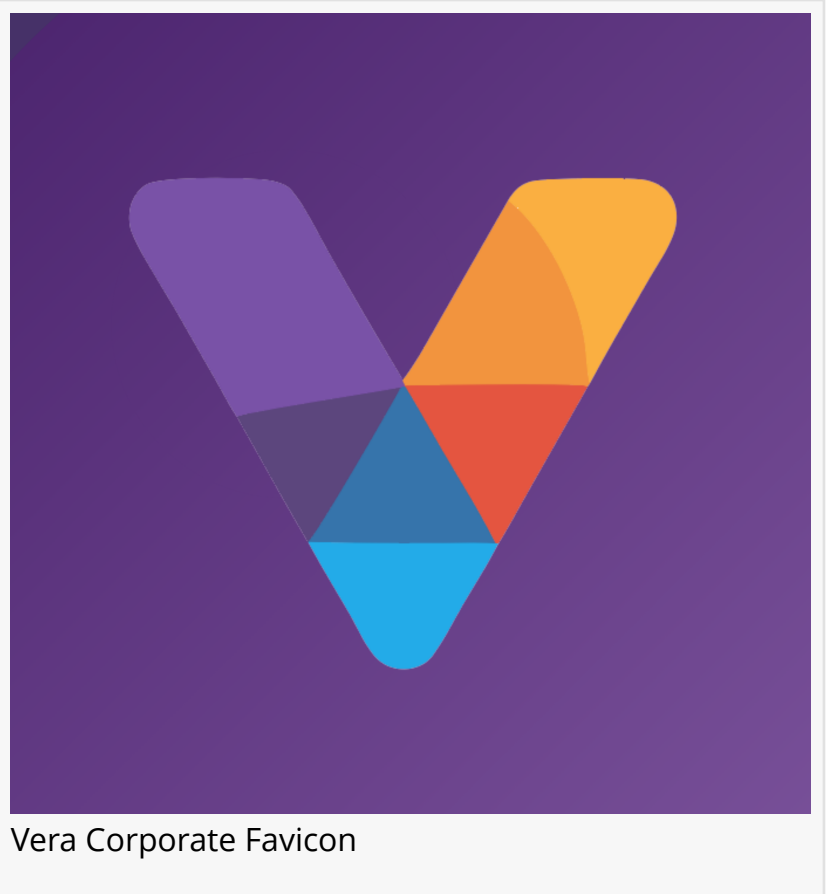
burden across hundreds or thousands of employees, managers and business units and traditional performance management can consume millions of workforce hours—before accounting for software licensing, external coaching and consulting, or the opportunity cost of executive and management time.

“The real cost of the traditional 360 isn’t the survey—it’s the organizational capacity consumed by the process,” said Dr. Ghazaleh Samandari, co-founder at Vera. “Enterprises are spending enormous amounts of leadership time documenting and interpreting what happened instead of using that time to improve what happens next. We believe there is a fundamentally better way.”

Traditional 360-degree reviews were designed to broaden perspective by collecting feedback from managers, peers, direct reports and other stakeholders, remaining inherently episodic. Organizations must ask people to remember, interpret and evaluate months of behavior at a particular point in time. The resulting feedback can be influenced by recency, perception, organizational dynamics and inconsistent evaluation standards.

Vera’s workforce intelligence platform continuously analyzes workforce, behavioral and operational signals to help organizations identify patterns affecting execution, leadership effectiveness, collaboration, productivity, retention and organizational performance.

“Rather than asking how people think this employee performed, Vera asks what does the evidence tell us about how this organization is actually performing—and what should be done to



improve it," said Samandari. "It is this distinction that changes the role of workforce data inside the enterprise."

By continuously analyzing organizational signals, Vera can help leaders identify emerging patterns without waiting for the next annual or semiannual review cycle. That creates an opportunity to address leadership gaps, collaboration friction, execution challenges and organizational misalignment closer to when they occur.

For enterprises, the potential impact is significant: less time administering performance management and more time acting on intelligence.

"Every major enterprise function is being transformed by better data and artificial intelligence," said Gareleck. "Finance has continuous financial intelligence. Sales has revenue intelligence. Operations has real-time operational data. Yet some of the most consequential workforce decisions are still being made through periodic surveys and subjective assessments. Vera's workforce intelligence platform changes that."

About Vera

Vera is a deep technology company pioneering a new category of organizational intelligence. By combining advanced behavioral science, organizational research, and technology, Vera helps organizations gain deeper visibility into the human dynamics that influence governance, workforce risk, leadership effectiveness, resilience, and enterprise performance. Vera works with executive, legal, HR, and board-level leaders seeking to strengthen decision-making and improve organizational outcomes in an increasingly complex business environment.

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