



Authenticity isn't a risk. It's an advantage.

Truler 360° – a new standard of honest dialogue

Organizations that are maturing don't just ask how do we operate?
They begin to ask: How are we perceived? Are our intentions clear?
Do our relationships support growth - or just outcomes?

Traditional 360° feedback offers a point of view.

Truler expands it - adding meaning, tone, and authenticity.

It's not a tool for fixing flaws. It's a mechanism that fosters coherence and truth in relationships.

What happens when **Truler** enters an organization?

People stop guessing what others think. They stop performing - and start speaking in their own voice.

Feedback becomes more than routine - it becomes a courageous, sincere conversation.

The outcome isn't just a report. It's a new quality of presence - personal and collective.

A culture where people act with more confidence, clarity, and trust.

Where everyone has the chance to be themselves - and be truly understood.

Why is Truler 360 **different?**

- **It shows not just what, but how and why** - Truler analyzes language, tone, and speech patterns. It reveals where feedback is sincere - and where it's just polite. It uncovers what's often left unsaid - but still shapes motivation, atmosphere, and collaboration.
- **It builds trust - instead of threatening it** - the process is designed so that people want to share - not fear the consequences. It's not an evaluation system. It's a dialogue. That's why participation rates reach 89% - with no pressure.
- **It connects individual uniqueness with organizational openness** - traditional 360 encourages conformity. Truler strengthens what's authentic - and helps people show up with it in their relationships. It's leadership based on presence, not performance.
- **It shapes culture - not just HR interventions** - reports are just the beginning. Truler becomes a shared language to speak about values, tensions, and intentions - without judgment. It gives teams and leaders a common map of meaning.

For organizations **relationships** - not just results

- Greater courage and quality in team conversations
- Leadership that builds trust through presence
- A feedback culture that's human, not mechanical
- Less hidden tension, less role-playing
- Development and succession data grounded in reality - not reputation

For whom and when?

For organizations that:

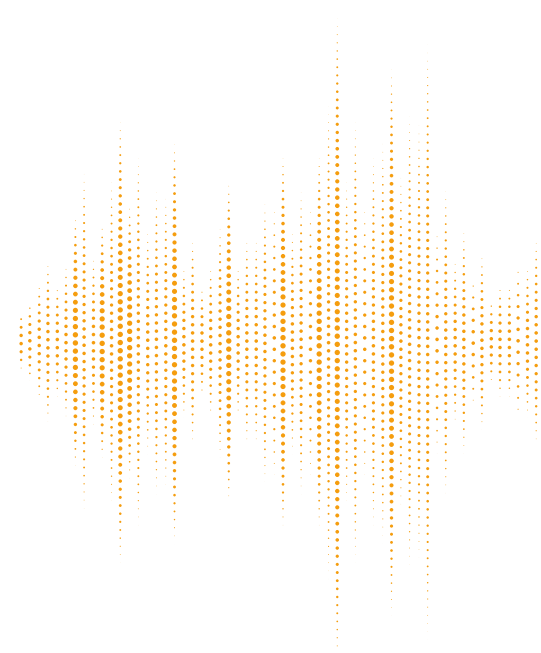
- want to speak the authentic language of development – reliably and authentically,
- need a tool that not only collects data but also builds relationships,
- treat diversity of styles and personalities as a resource, not a risk,
- want their leaders to be themselves – and be effective at it.

See what happens when people in your organization can truly be themselves - and are empowered to be heard.

Truler 360 is a compass - tuned to relationships, mutuality, intentions, and the potential of openness.

It helps people not only see themselves through others' eyes, but also recognize what genuinely connects - or divides - us. And build careers on something real.

Discover what Truler 360° could look like in your organization.





How to stay **yourself** - even **among others**

In a world full of expectations, it's easy to lose your center. To adjust. To play your role well.
But where is the space for authenticity in all of that?

Truler 360 doesn't judge. It doesn't rank. It doesn't ask you to conform.
It's a process designed to help you understand how you're perceived - without filters or masks.
And how to stay true to yourself - as a leader, a professional, a person
- navigating complexity with clarity and integrity.

What makes Truler different from traditional 360s?

- Traditional 360 says: “Adapt to what’s expected.” Truler says: “Know your impact - and lead with intention, on your own terms.” It’s not about changing who you are. It’s about recognizing where your intent meets others’ experience - and what that means. To be more yourself, with greater confidence, effectiveness, and peace of mind.
- **Truler doesn’t build rankings. It opens space for reflection.** The report you receive is more than data. It’s a narrative - about how you show up in relationships, how you lead, how you’re experienced. It helps name your strengths, challenges, and tensions - in ways that actually support growth.
- **This isn’t a test. It’s a mirror.** Gentle. Precise. Honest.

Why it’s worth it

- Understand which of your behaviors build trust - and when they may be misunderstood.
- Discover what others truly value in your style - not just what meets expectations.
- Receive feedback that reinforces your identity - instead of undermining it.
- Learn how to be more yourself - and expand your impact.
- Save time and energy lost to second-guessing and trying to play by unclear rules.

Who is this for?

For people who:

- want to stay true to themselves - without losing effectiveness,
- believe relationships are key in leadership - but struggle to strengthen them without playing a role,
- want to better understand their impact - not to change who they are, but to become more aware,
- need honest, respectful feedback that supports growth without compromising authenticity.

This is the **moment** when you can **ask** yourself:

- Am I perceived the way I would like to be?
- Does what makes me unique really come across in my relationships?
- Am I still myself, or am I just playing a role well?

Truler 360 is a conversation. About you.

With respect. With care. Without hidden agendas.

Start it - if you want to lead and work with authenticity in a world that needs it more than ever.



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