



# OUR PURPOSE

We exist to evolve the conscious practice of leadership, to steward the planet, and to awaken us all to our inherent unity.

CREATIVE

INTEGRITY

COURAGEOUS  
AUTHENTICITY

ICITY

## Leadership: The Business Case

- ❑ Research confirms that leadership (and the culture it creates) is really the **ONLY** single differentiator between organizations.
- ❑ People (the good ones) join great companies and leave lousy bosses (*companies with ineffective leaders are vulnerable to losing the best talent*).
- ❑ A great strategy implemented by ineffective leadership is sure to fail.
- ❑ Culture **ALWAYS** trumps strategy.... And leadership is the Number One influence on culture.
- ❑ Research: Most effective organizations make developing leaders a strategic focus.

## SESSION OBJECTIVES:

- Deepen your knowledge and confidence in the statistics of the Leadership Circle Assessment
- Quick review the theoretical underpinnings, research, and validation of The Universal Model of Leadership
- Refresh your understanding of the fundamentals to utilize all of the data available in the LCP feedback reports

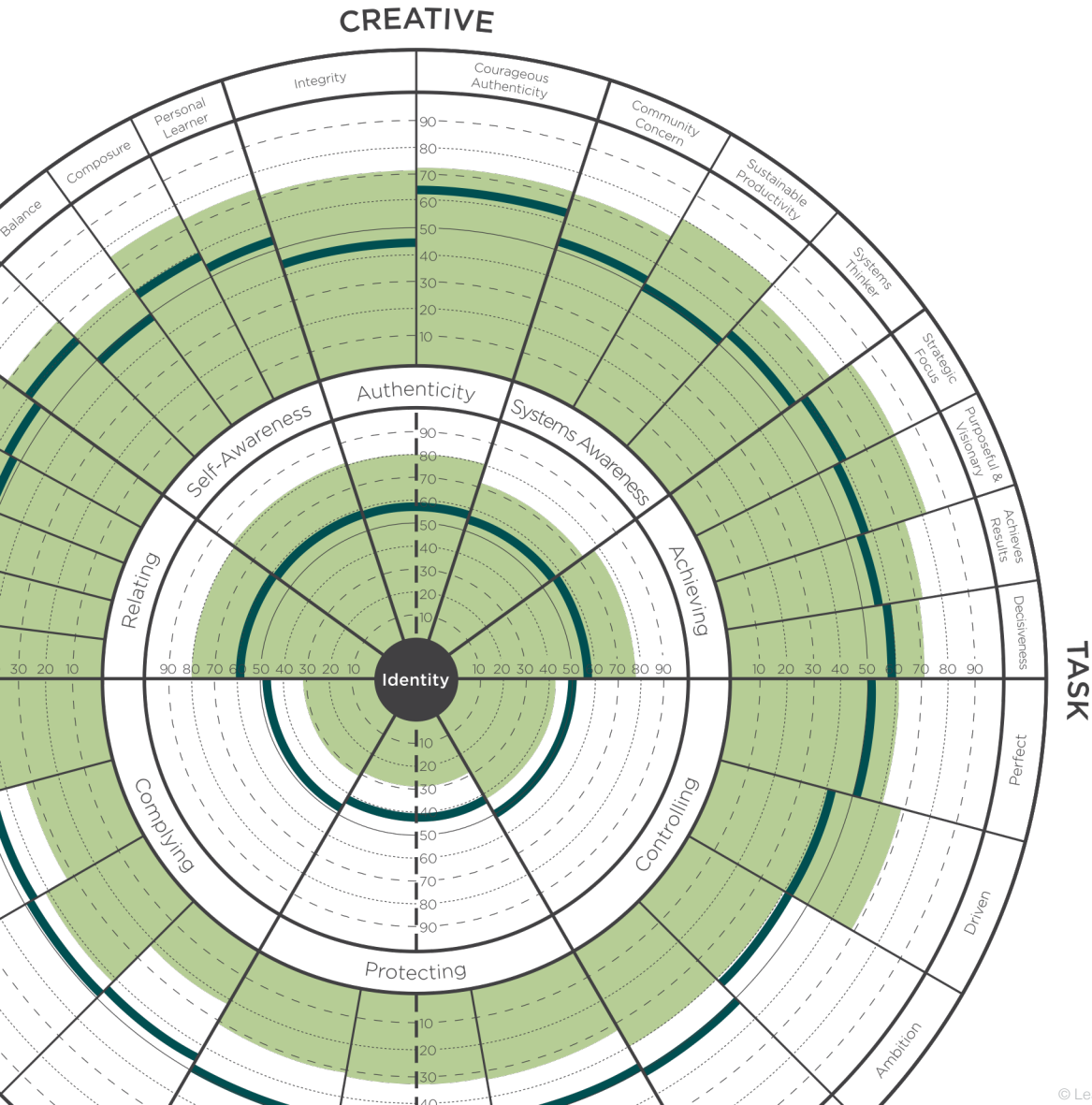
## Statistical Credibility:

- How Bob Anderson Designed the LCP
- Internal Research
- External Research
- Ongoing Research

# Theory Base

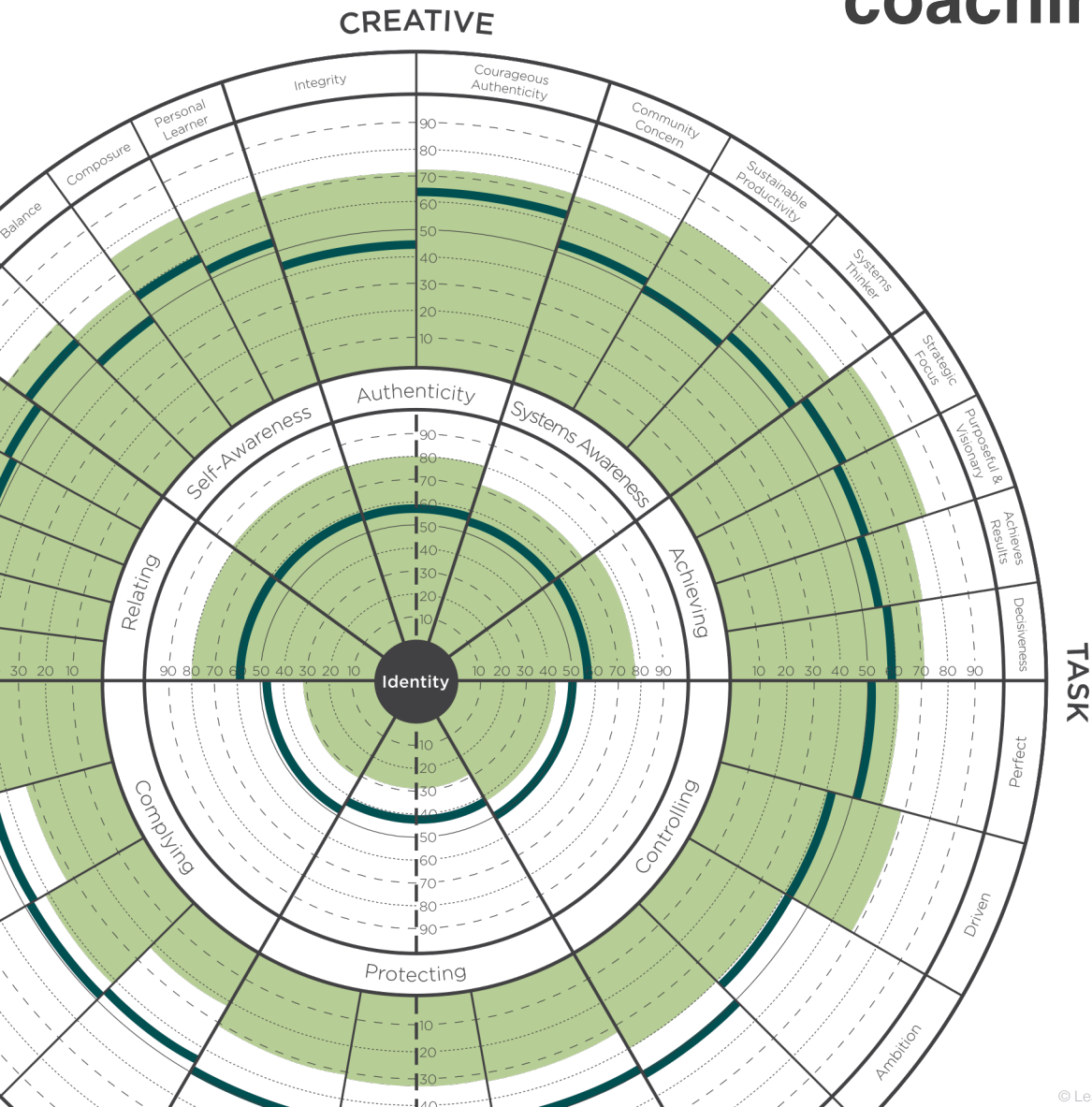
- **The Creative and Reactive Orientations:** Fritz, Senge, and Kiefer
  - Cognitive Psychology – Rational Emotive Therapy: Burns, Ellis
  - Vision; dependency and ambition; political scripts: Peter Block
- **Character Structure:** Karen Horney (moving toward, away, against)
  - Enneagram – 9 different personality types each organized by a core delusion
  - Ego/Shadow: Carl Jung
  - Body Psychotherapy/Somatic Psychology: Riech, Kurtz, Lowen, Pirrakos
- **Stage Development Frameworks:** Kohlberg, Kegan, Wilber, Torbert, Cook-Greuter
  - Covey 3 Paradigms (Dependent, Independent, Interdependent)
- **Mystical Literature/ Wisdom Traditions**
- **Leadership Literature & Competency Research**

# Leadership Circle



- Context matters
- Identity matters
- Honors and respects: your profile is exactly what it should be
- There is nothing here that suggests there's a problem that needs fixing
- An invitation to explore and co-create
- Strengths and development opportunities

# Leadership Circle, coupled with your coaching skills, experience, and intention:



- Creative, Resourceful, and Whole
- Curious, Intuitive, Purposeful, Present
- Creates a “Safe Container”
- Not Attached to Outcomes



## External Validity

Leadership

Effectiveness

Business Performance

## THIS SESSION

## VIDEOS & WHITE PAPERS

## Construct Validity

Theoretical Framework

## Internal Validity

Alpha Coefficients

Correlation Coefficients

Factor Analysis

A young oak sapling with three bright green leaves growing from a mossy log. The background is a soft, out-of-focus green forest.

**BREAKOUT**  
*5 minutes*

**What Reactive  
“triggers” do you  
experience when  
the conversation  
turns to the  
statistics?**



# Validity and Reliability

**Validity** is concerned with the extent to which an instrument measures what it is intended to measure.

**Reliability** is concerned with the ability of an instrument to measure consistently.





# VALIDITY AND RESEARCH

**Internal Validity:** Internal validity relates to how well a study is conducted

- Alpha Co-efficient
- Correlation Coefficients
- Factor Analysis
- Near Enemies

**External Validity:** External validity relates to how applicable the findings are to the real world.

- Leadership Effectiveness
- Business Performance Index
- Near Enemies
- Gender and Culture
- Adult Development Research

# Correlation

Relationship between two variables



Relationship  
R=

.2 = Weak

.3 = Trend emerging

.4 = Moderate/

Becoming meaningful

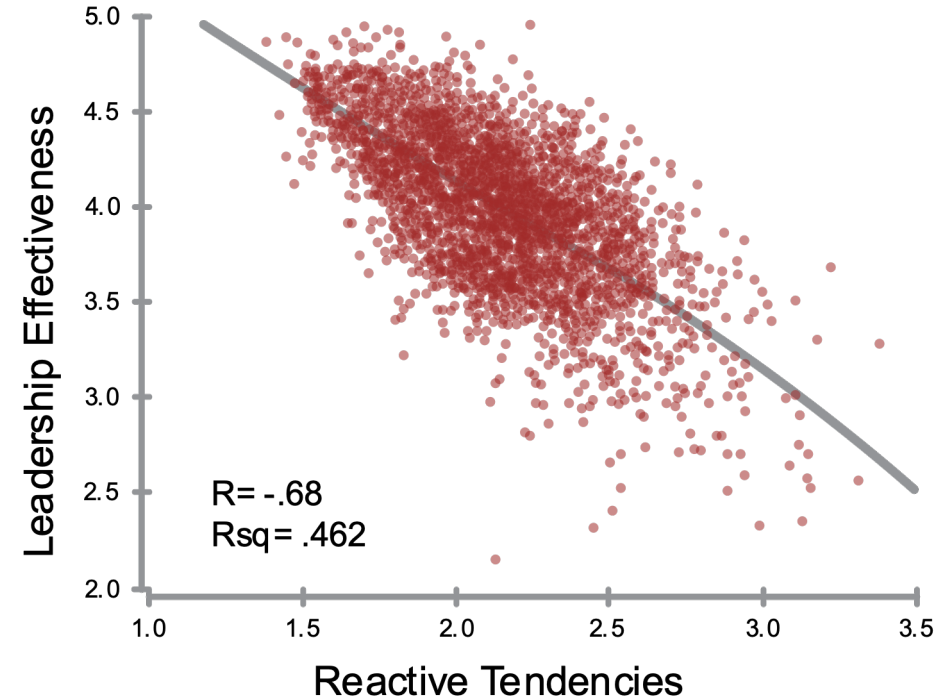
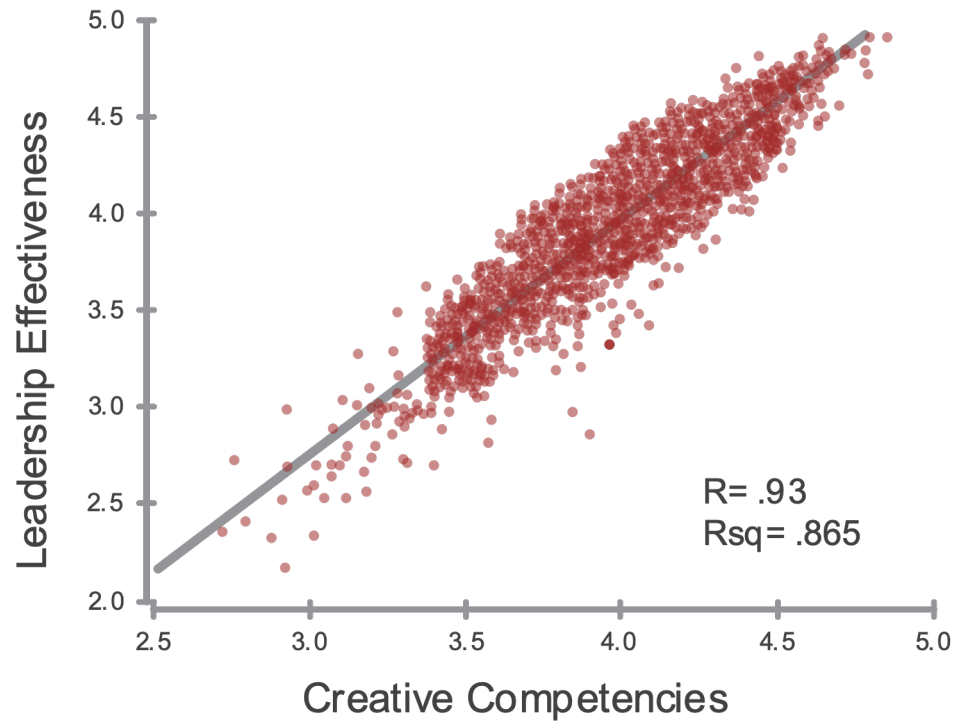
.6 = Strong

.8+ = Very strong

# Correlation Coefficients

A number between -1 and +1 calculated to represent the relationships of two variables or sets of data.

Data moves in a predictable direction.



# Correlations: Inner Circle Dimensions

	RELATING	SELF-AWARENESS	AUTHENTICITY	SYS-AWARENESS	ACHIEVING	CONTROLLING	PROTECTING	COMPLYING	Reactive-Creative Scale
RELATING	1	0.90	0.75	0.80	0.80	-0.62	-0.73	-0.50	0.93
SELF-AWARENESS	0.90	1	0.72	0.81	0.75	-0.66	-0.70	-0.46	0.90
AUTHENTICITY	0.75	.72	1	0.75	0.79	-0.37	-0.48	-0.62	0.77
SYSTEMS AWARENESS	<b>0.80</b>	0.81	0.75	1	0.83	-0.45	-0.52	-0.54	0.82
ACHIEVING	0.80	0.75	0.79	0.83	1	-0.33	-0.48	-0.69	0.81
CONTROLLING	-0.62	-0.66	-0.37	-0.45	-0.33	1	0.79	0.33	-0.76
PROTECTING	-0.73	-0.70	-0.48	-0.52	-0.48	0.79	1	0.43	-0.85
COMPLYING	-0.50	-0.46	-0.62	-0.54	-0.69	0.33	0.43	1	-0.67
Reactive-Creative Scale	0.93	0.90	0.77	0.82	0.81	-0.76	-0.85	-0.67	1



# Available on LC Go! ... Practitioner Resources

LEADERSHIP  
CIRCLE

The Debrief   Development Planning   Data Correlations & Validity   Theory & Framework

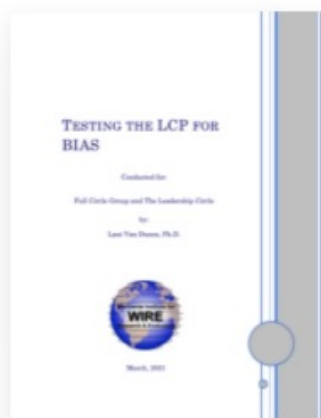
Manager Ed

## White Papers Available to You



VIDEO  
LINK

LCP Profile



### THE LEADERSHIP CIRCLE PROFILE:

Breakthrough Leadership  
Assessment Technology

**Bob Anderson**  
Founder, Chairman & Chief Development Officer  
The Leadership Circle®

HOW DOES  
THE LEADERSHIP CIRCLE  
PROFILE  
COMPARE TO OTHER  
360° ASSESSMENTS?

### Instrument Validation Study

REGARDING LEADERSHIP CIRCLE PROFILE™

By Industrial Psychology Department  
Bowling Green State University

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**Password: Creative1TLC**

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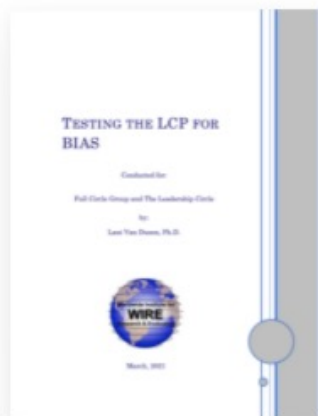
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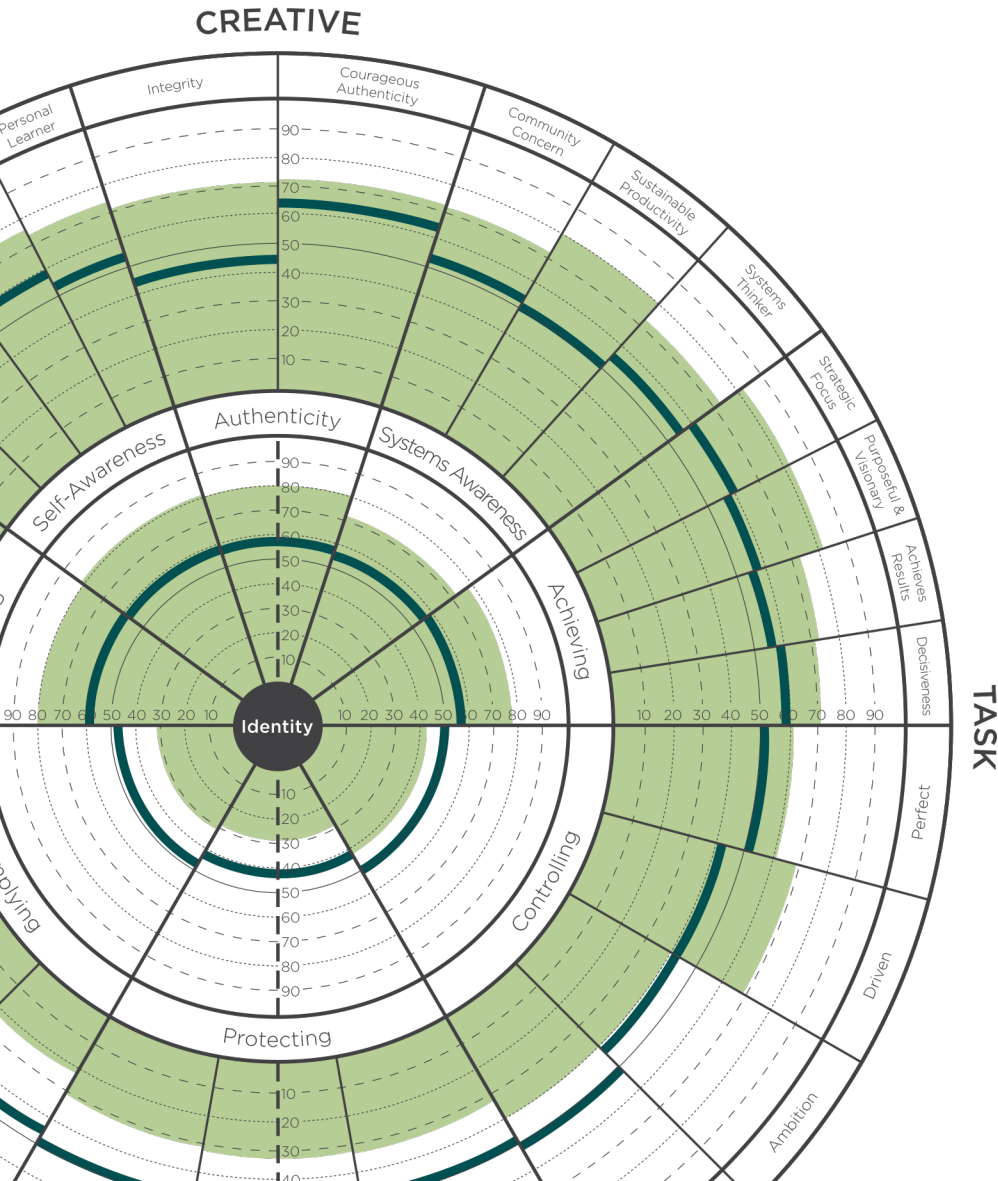
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# The Leadership Circle Feedback Report



## Graph:

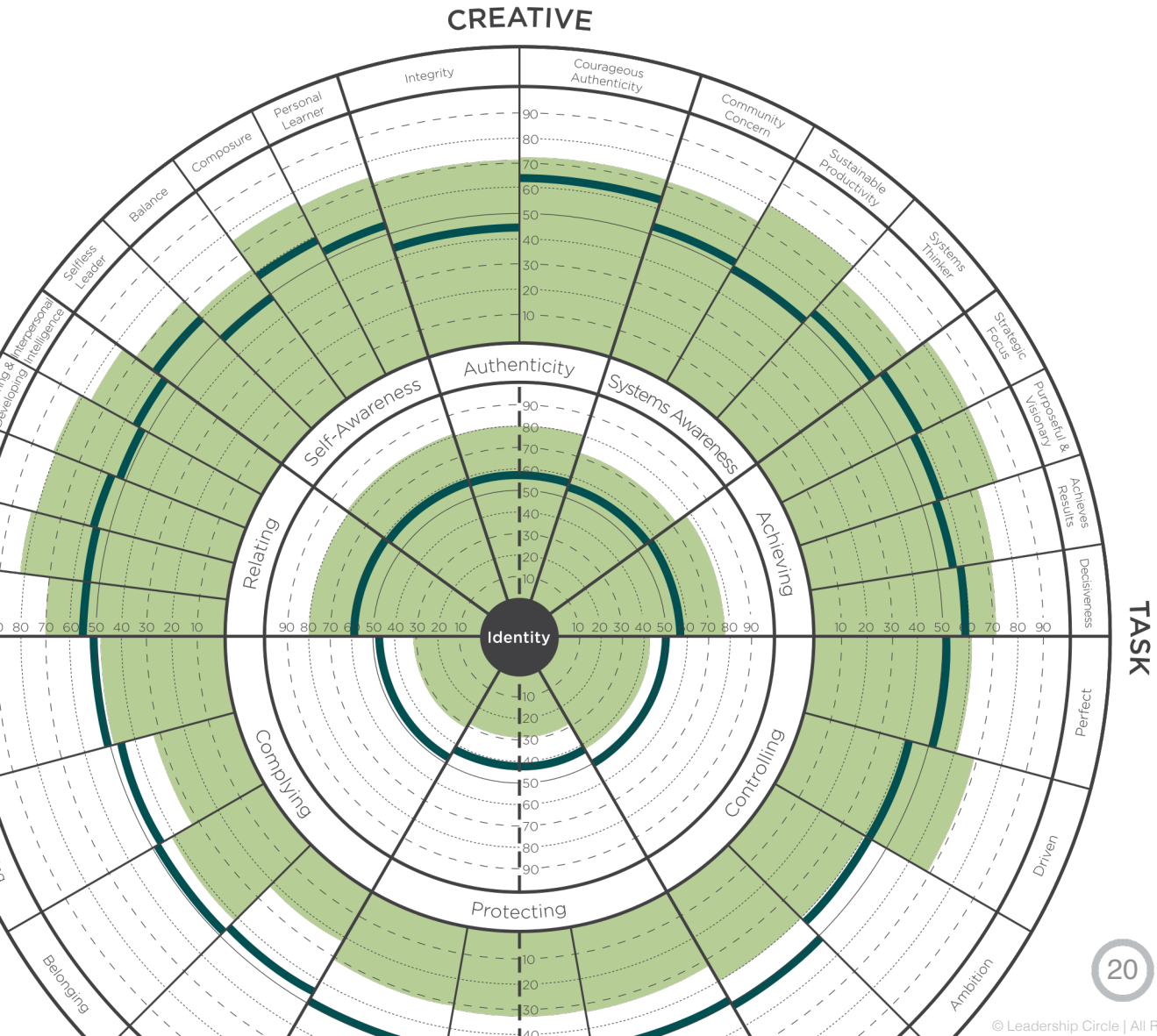
Inner Circle and Outer Circle  
Summary Scales (Bar Graphs)

## Feedback Report:

Raw Data and Percentiles

Rank Ordering / Sorted (Self and Evaluators)

Normative Data (open ended questions)



# Rating Scale:

5 = Always

4 = Often

3 = Sometimes

2 = Rarely

1 = Never

# 5 Point Scale Results

	Self-Evaluation	Evaluator Scores	Boss's Boss	Boss	Peers	Direct Reports	Other
Relating	3.85	3.98	NA	3.59	3.84	NA	4.16
Self-Awareness	3.71	3.85	NA	3.48	3.76	NA	3.99
Authenticity	3.86	4.08	NA	3.45	3.91	NA	4.35
Systems Awareness	3.86	3.66	NA	2.85	3.40	NA	4.07
Achieving	4.02	3.88	NA	3.43	3.53	NA	4.30
Controlling	3.33	2.58	NA	2.79	2.50	NA	2.75
Protecting	2.14	1.96	NA	2.55	2.10	NA	1.76
Complying	2.39	2.12	NA	2.59	2.27	NA	1.91
Leadership Effectiveness	4.09	4.12	NA	3.60	3.86	NA	4.42
Number of Assessors	1	12	0	1	6	1	4

(Inner Circle Summary Scores)

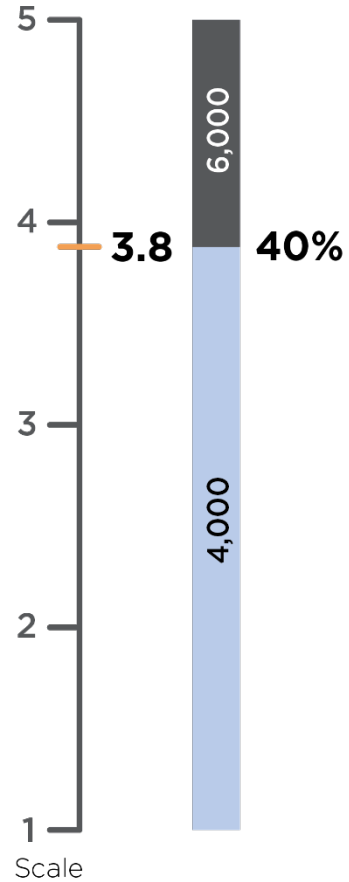
# Comparison to Norm Group (approx. 250,000 leaders)

	Self-Evaluation	Evaluator Percentiles	Boss's Boss	Boss	Peers	Direct Reports	Other
Relating	37 %	48 %	NA	25 %	41 %	NA	55 %
Self-Awareness	35 %	37 %	NA	18 %	34 %	NA	45 %
Authenticity	25 %	34 %	NA	8 %	25 %	NA	59 %
Systems Awareness	60 %	26 %	NA	4 %	15 %	NA	60 %
Achieving	58 %	28 %	NA	17 %	13 %	NA	64 %
Controlling	89 %	67 %	NA	75 %	58 %	NA	78 %
Protecting	43 %	60 %	NA	85 %	65 %	NA	52 %
Complying	52 %	48 %	NA	78 %	61 %	NA	34 %
Reactive-Creative Scale	39 %	37 %	NA	13 %	28 %	NA	50 %
Relationship-Task Balance	50 %	52 %	NA	42 %	14 %	NA	85 %
Leadership Potential Utilization	44 %	40 %	NA	18 %	20 %	NA	62 %
Leadership Effectiveness	80 %	55 %	NA	28 %	40 %	NA	67 %
Number of Assessors	1	12	0	1	6	1	4

# Dynamics of Norming the Raw Scores

**MENTORING &  
DEVELOPING = 3.8**

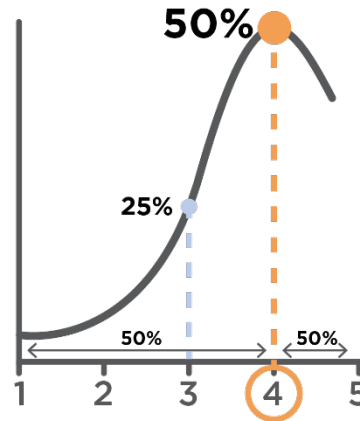
Raw Score



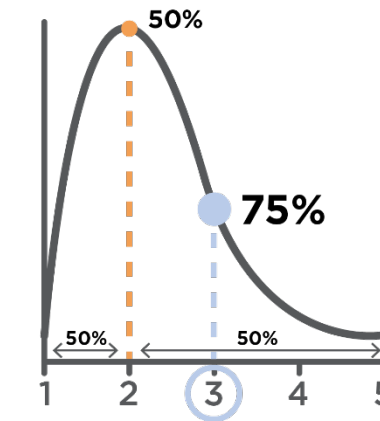
## PERCENTILES: SELF SCORE

Norm Base e.g. = 10,000

**CREATIVE HALF**  
Example: Relating = 4  
(50%)



**REACTIVE HALF**  
Example: Controlling = 3  
(75%)



**Integrity @ 4.4 = 50%**

# Percentiles and Raw Scores Example

RAW SCORE

4.05

**AVERAGE**

of all scores in  
database from  
that rater group  
(B, P, DR, O)

3.8

3.9

4.0

4.05

4.1

4.2

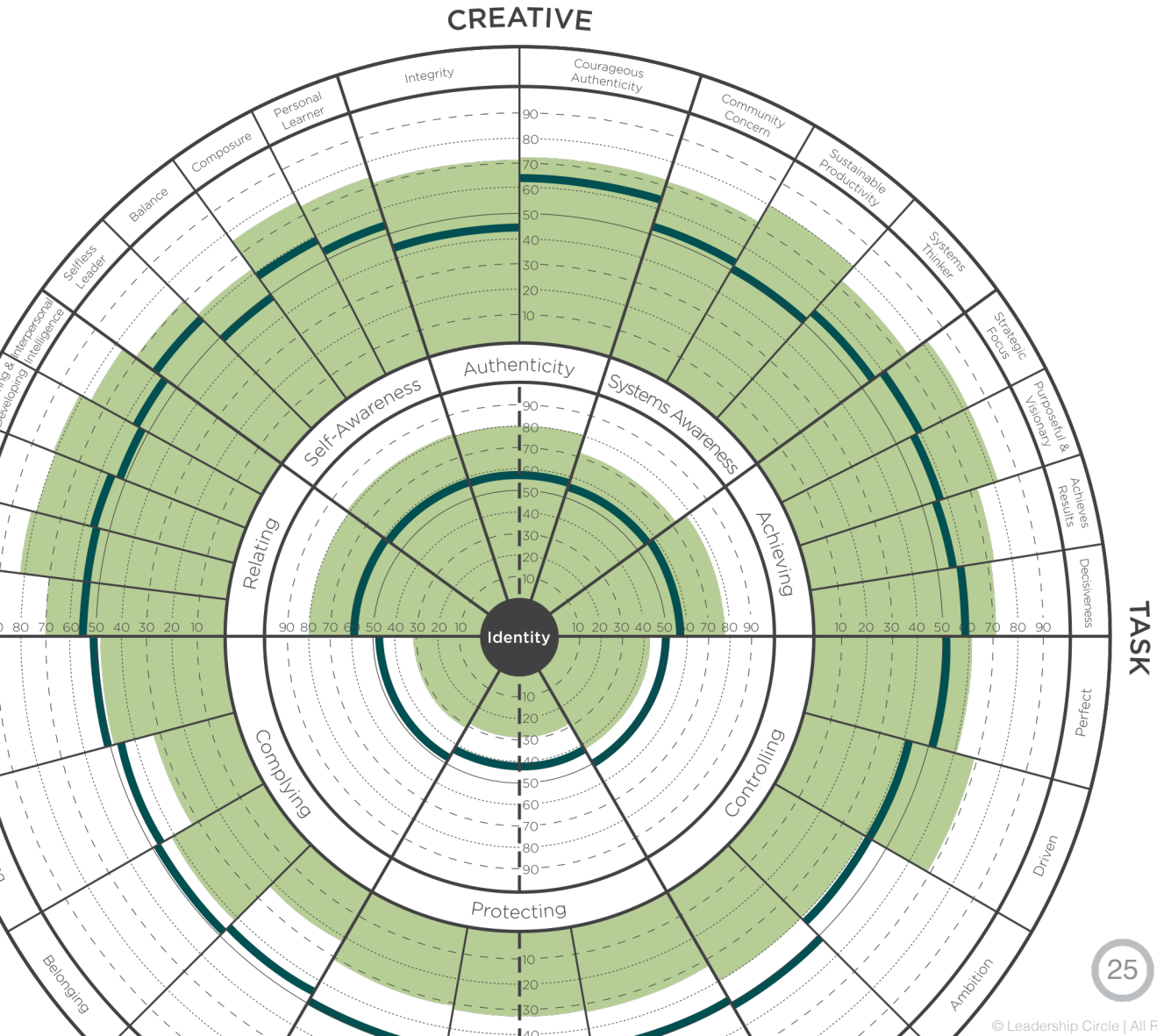
4.3

So, compared to database,  
your score is average.

Meaning half the people in the database  
scored higher than you and half scored  
lower on this dimension.

**50<sup>th</sup>**  
percentile





Gaps of 25% or more are considered **Significant**

# Creative Results

<b>Bill Smith</b> 2/17/2010	Self	Evals	Boss's Boss	Boss	Peers	Direct Reports	Other
	1	12	0	1	6	1	4
<b>Relating</b>	<b>37 %</b>	<b>48 %</b>	NA	25 %	41 %	NA	55 %
Average Response	3.85	3.98	NA	3.59	3.84	NA	4.16
<b>Caring Connection</b>	<b>54 %</b>	<b>46 %</b>	NA	27 %	43 %	NA	61 %
Average Response	4.00	3.92	NA	3.54	3.82	NA	4.26
<b>Fosters Team Play</b>	<b>18 %</b>	<b>45 %</b>	NA	26 %	43 %	NA	42 %
Average Response	3.64	4.03	NA	3.64	3.93	NA	4.11
<b>Collaborator</b>	<b>53 %</b>	<b>43 %</b>	NA	16 %	40 %	NA	54 %
Average Response	4.00	3.96	NA	3.34	3.86	NA	4.17
<b>Mentoring &amp; Developing</b>	<b>54 %</b>	<b>53 %</b>	NA	17 %	43 %	NA	56 %
Average Response	4.00	4.00	NA	3.32	3.83	NA	4.19
<b>Interpersonal Intelligence</b>	<b>27 %</b>	<b>53 %</b>	NA	58 %	36 %	NA	56 %
Average Response	3.68	3.97	NA	4.01	3.76	NA	4.12

# Creative Questions

## Relating

### Caring Connection

- I connect deeply with others.
- I am compassionate.
- I form warm and caring relationships.

### Fosters Team Play

- I create a positive climate that supports people doing their best.
- I promote high levels of teamwork through my leadership style.
- I share leadership.

### Collaborator

- I negotiate for the best interest of both parties.
- I work to find common ground.
- I create common ground for agreement.

### Mentoring & Developing

- I help direct reports create development plans.
- I am a people builder/developer.
- I provide feedback focused on professional growth.
- I help people learn, improve, and change.

### Interpersonal Intelligence

- I take responsibility for my part of relationship problems.
- In a conflict, I accurately restate the opinions of others.
- I listen openly to criticism and ask questions to further understand.
- I directly address issues that get in the way of team performance.
- I display a high degree of skill in resolving conflict.

# Reactive Results

**Bill Smith**

2/17/2010

	Self	Evals	Boss's Boss	Boss	Peers	Direct Reports	Other
	1	12	0	1	6	1	4
<b>Controlling</b>	<b>89 %</b>	<b>67 %</b>	NA	75 %	58 %	NA	78 %
Average Response	3.33	2.58	NA	2.79	2.50	NA	2.75
<b>Perfect</b>	<b>63 %</b>	<b>44 %</b>	NA	19 %	33 %	NA	56 %
Average Response	3.79	3.21	NA	2.68	3.04	NA	3.37
<b>Driven</b>	<b>93 %</b>	<b>82 %</b>	NA	64 %	63 %	NA	89 %
Average Response	4.55	3.45	NA	3.27	3.18	NA	3.83
<b>Ambition</b>	<b>74 %</b>	<b>52 %</b>	NA	34 %	40 %	NA	77 %
Average Response	3.34	2.73	NA	2.27	2.52	NA	3.17
<b>Autocratic</b>	<b>88 %</b>	<b>68 %</b>	NA	83 %	62 %	NA	74 %
Average Response	3.14	2.40	NA	2.88	2.38	NA	2.46

# Reactive Questions

## Controlling

### Perfect

- I believe average is definitely not good enough.
- I need to perform flawlessly.
- I expect extremely high standards of others.
- I am a perfectionist.
- I try to do everything perfectly well.
- I need to excel in every situation.
- I am critical of myself when things don't go as well as expected.

### Driven

- I try too hard to be the best at everything I take on.
- I drive myself excessively hard.
- I push myself too hard.
- I am a workaholic.

### Ambition

- I believe winning is what really matters.
- I believe to feel good, one must constantly move up.
- I am aggressive.
- I am excessively ambitious.

### Autocratic

- I tend to control others.
- I have to get my own way.
- I dictate rather than influence what others do.
- I am domineering.
- I pursue results at the expense of people.

# Dimensions Sorted by Self (left) and Evaluators (right)

## Sorted by Self

Bill Smith 2/17/2010	Self Percentile	Evals Percentile
<b>Dimensions</b>		
Driven	93 %	82 %
Systems Thinker	92 %	70 %
Autocratic	88 %	68 %
Ambition	74 %	52 %
Achieves Results	73 %	37 %
Perfect	63 %	44 %
Arrogance	62 %	54 %
Pleasing	61 %	27 %
Composure	59 %	73 %
Strategic Focus	59 %	25 %
Caring Connection	54 %	46 %
Mentoring & Developing	54 %	53 %
Collaborator	53 %	43 %
Passive	52 %	44 %
Purposeful & Visionary	50 %	28 %
Belonging	50 %	66 %
Community Concern	49 %	7 %
Decisiveness	48 %	47 %
Critical	45 %	69 %
Conservative	45 %	52 %
Selfless Leader	40 %	56 %
Distance	38 %	58 %
Personal Learner	37 %	35 %
Sustainable Productivity	36 %	38 %
Courageous Authenticity	32 %	39 %
Integrity	30 %	33 %
Interpersonal Intelligence	27 %	53 %
Balance	23 %	3 %
Fosters Team Play	18 %	45 %
<b>Summary Dimensions</b>		
Controlling	89 %	67 %
Systems Awareness	60 %	26 %
Achieving	58 %	28 %
Complying	52 %	48 %
Protecting	43 %	60 %
Relating	37 %	48 %
Self-Awareness	35 %	37 %
Authenticity	25 %	34 %
<b>Summary Measures</b>		
Leadership Effectiveness	80 %	55 %
Relationship-Task Balance	50 %	52 %
Leadership Potential Utilization	44 %	40 %
Reactive-Creative Scale	39 %	37 %

## Sorted by Evaluator Score

Bill Smith 2/17/2010	Self Percentile	Evals Percentile
<b>Dimensions</b>		
Driven	93 %	82 %
Composure	59 %	73 %
Systems Thinker	92 %	70 %
Critical	45 %	69 %
Autocratic	88 %	68 %
Belonging	50 %	66 %
Distance	38 %	58 %
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Arrogance	62 %	54 %
Mentoring & Developing	54 %	53 %
Interpersonal Intelligence	27 %	53 %
Ambition	74 %	52 %
Conservative	45 %	52 %
Decisiveness	48 %	47 %
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Perfect	63 %	44 %
Passive	52 %	44 %
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Achieves Results	73 %	37 %
Personal Learner	37 %	35 %
Integrity	30 %	33 %
Purposeful & Visionary	50 %	28 %
Pleasing	61 %	27 %
Strategic Focus	59 %	25 %
Community Concern	49 %	7 %
Balance	23 %	3 %
<b>Summary Dimensions</b>		
Controlling	89 %	67 %
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<b>Summary Measures</b>		
Leadership Effectiveness	80 %	55 %
Relationship-Task Balance	50 %	52 %
Leadership Potential Utilization	44 %	40 %
Reactive-Creative Scale	39 %	37 %

# How you think you are leading...

Sorted by Self Percentile

	Self Percentile	Evaluator Percentile
<b>Dimensions</b>		
Integrity	<b>100 %</b>	24 %
Purposeful & Visionary	<b>98 %</b>	28 %
Strategic Focus	<b>89 %</b>	32 %
Achieves Results	<b>87 %</b>	30 %
Decisiveness	<b>86 %</b>	35 %

# Other people's primary experience of you...

Sorted by Evaluator Percentile

	Self Percentile	Evaluator Percentile
<b>Dimensions</b>		
Critical	33 %	<b>74 %</b>
Arrogance	50 %	<b>72 %</b>
Autocratic	25 %	<b>67 %</b>
Ambition	59 %	<b>59 %</b>
Pleasing	51 %	<b>55 %</b>



*your current leadership brand*

# Leadership Circle Profile™

Interpretation Manual



LEADERSHIP  
CIRCLE.

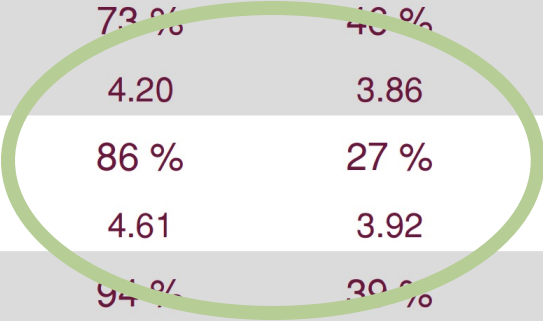
# PROFILE INTERPRETATION MANUAL

LEADERSHIP  
CIRCLE.



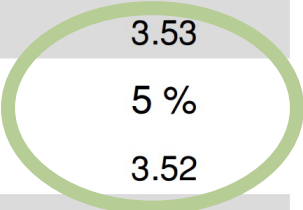
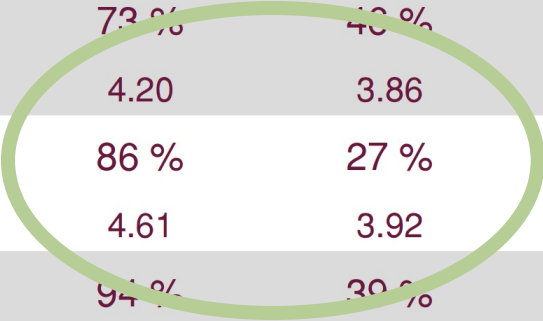
	Self Evaluations	Evaluators	Boss's Boss	Boss	Peers	Direct Reports	Other
	1	25	1	1	12	6	5
Systems Awareness	75 %	52 %	66 %	64 %	70 %	32 %	33 %
Average Response	4.06	3.79	3.92	3.91	3.94	3.62	3.67
Community Concern	71 %	68 %	71 %	65 %	81 %	47 %	43 %
Average Response	4.00	3.92	4.04			3.77	3.77
Sustainable Productivity	73 %	50 %	54 %			34 %	29 %
Average Response	4.17	3.86	3.82			3.70	3.68
Systems Thinker	68 %	29 %	-			14 %	26 %
Average Response	4.00	3.50	-			3.23	3.47
Achieving	88 %	44 %	23 %			42 %	13 %
Average Response	4.45	3.91	3.40	4.16	4.00	4.00	3.59
Strategic Focus	89 %	52 %	31 %	77 %	65 %	45 %	22 %
Average Response	4.45	3.93	3.45	4.22	4.02	4.01	3.68
Purposeful & Visionary	73 %	40 %	36 %	67 %	62 %	43 %	16 %
Average Response	4.20	3.86	3.50	4.06	3.95	3.94	3.53
Achieves Results	86 %	27 %	16 %	44 %	45 %	38 %	5 %
Average Response	4.61	3.92	3.50	4.00	4.01	4.12	3.52
Decisiveness	94 %	39 %	8 %	78 %	61 %	39 %	9 %
Average Response	4.82	3.89	3.00	4.35	4.05	3.97	3.47

5 = Always  
4 = Often  
3 = Sometimes  
2 = Rarely  
1 = Never



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	Self Evaluations	Evaluators	Boss's Boss	Boss	Peers	Direct Reports	Other
	1	25	1	1	12	6	5
Systems Awareness	75 %	52 %	66 %	64 %	70 %	32 %	33 %
Average Response	4.06	3.79	3.92	3.91	3.94	3.62	3.67
Community Concern	71 %	68 %	71 %	65 %	81 %	47 %	43 %
Average Response	4.00	3.92	4.04			3.77	3.77
Sustainable Productivity	73 %	50 %	54 %			34 %	29 %
Average Response	4.17	3.86	3.82			3.70	3.68
Systems Thinker	68 %	29 %	-			14 %	26 %
Average Response	4.00	3.50	-			3.23	3.47
Achieving	88 %	44 %	23 %			42 %	13 %
Average Response	4.45	3.91	3.40	4.16	4.00	4.00	3.59
Strategic Focus	89 %	52 %	31 %	77 %	65 %	45 %	22 %
Average Response	4.45	3.93	3.45	4.22	4.02	4.01	3.68
Purposeful & Visionary	73 %	40 %	36 %	67 %	62 %	43 %	16 %
Average Response	4.20	3.86	3.50	4.06	3.95	3.94	3.53
Achieves Results	86 %	27 %	16 %	44 %	45 %	38 %	5 %
Average Response	4.61	3.92	3.50	4.00	4.01	4.12	3.52
Decisiveness	94 %	39 %	8 %	78 %	61 %	39 %	9 %
Average Response	4.82	3.89	3.00	4.35	4.05	3.97	3.47

5 = Always  
4 = Often  
3 = Sometimes  
2 = Rarely  
1 = Never

# Breakout Groups – 10 minutes

- What are you noticing with this report?
- Where does your curiosity go?

# Business Performance Index

Research based on 486 organizations and organizational units.  
There were six categories for evaluating business performance:



Sales /  
Revenue



Market  
Share



Profitability /  
ROA



Quality of  
Products &  
Services

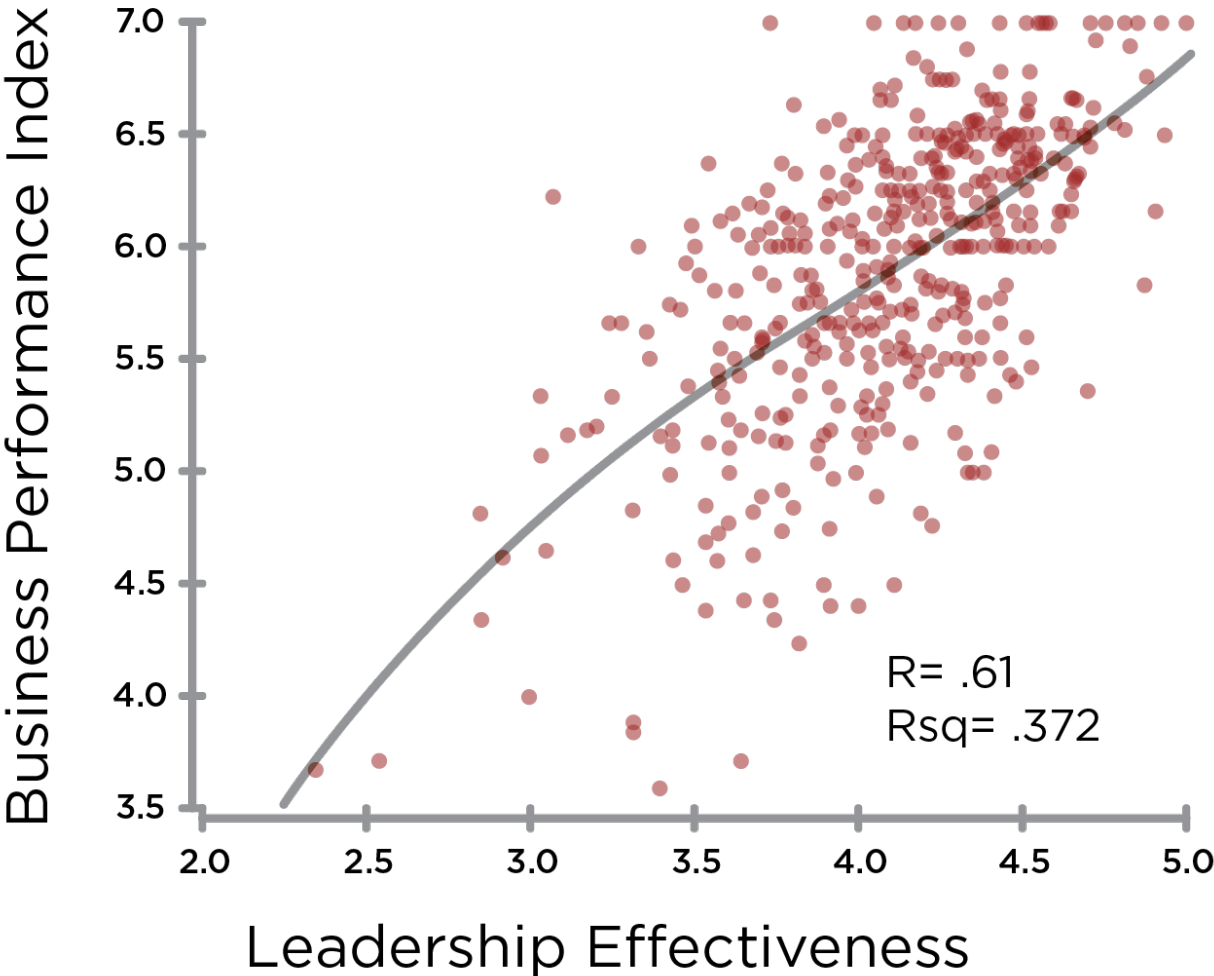


New Product  
Development

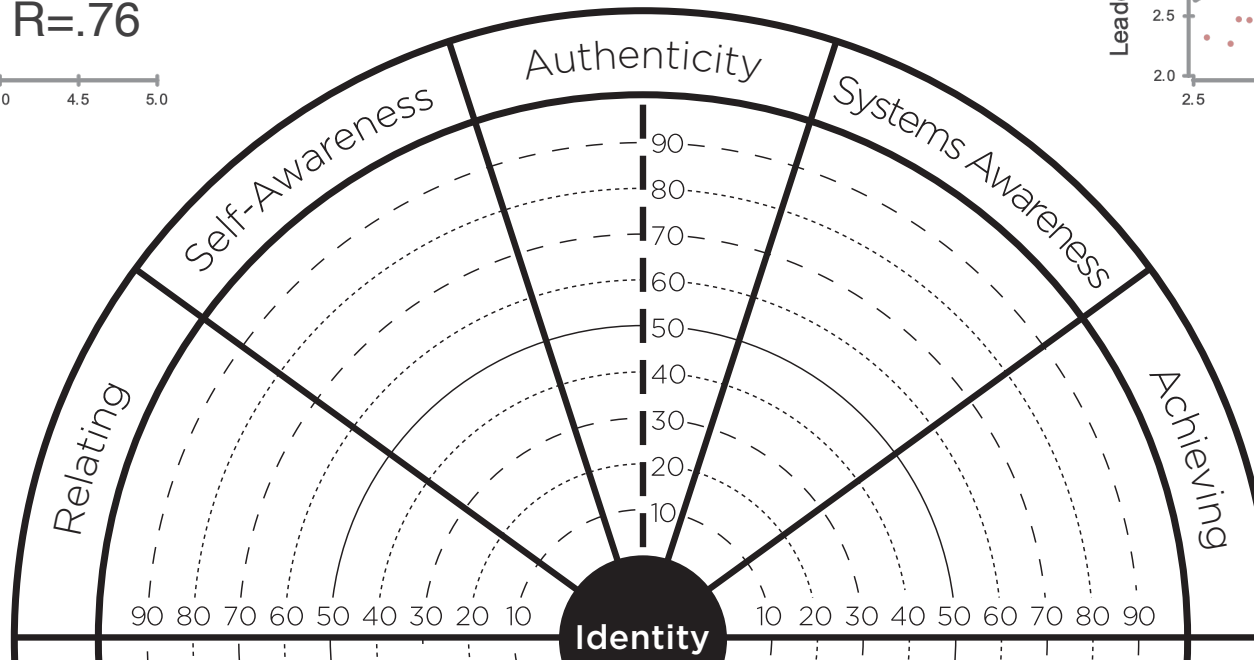
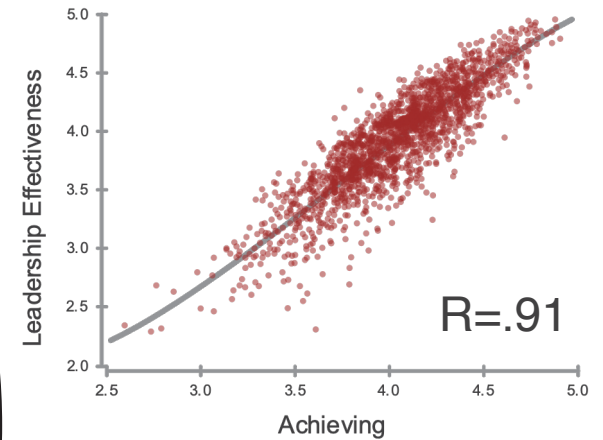
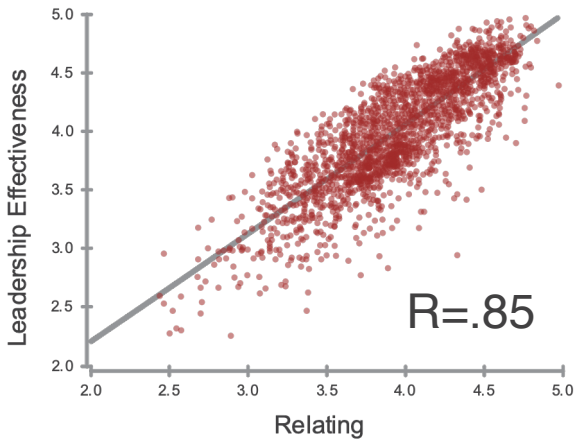
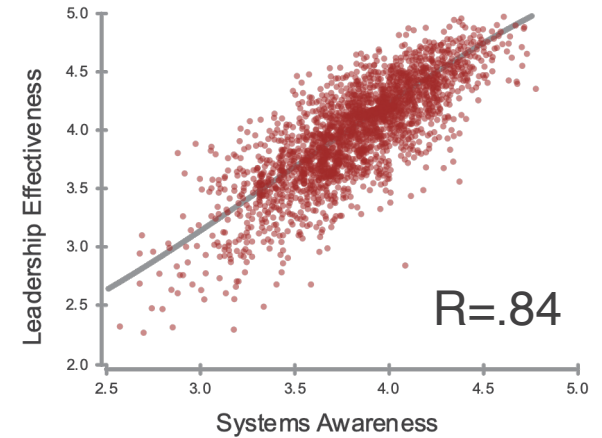
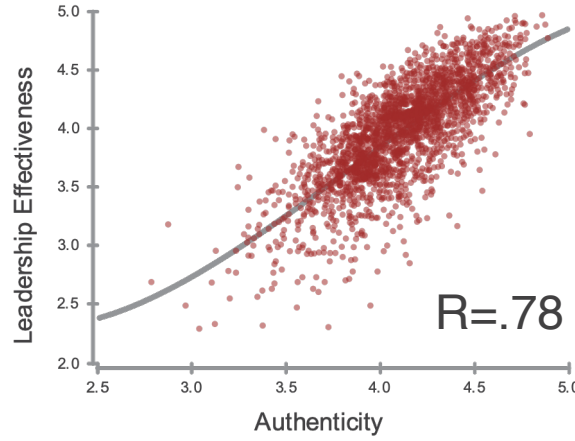
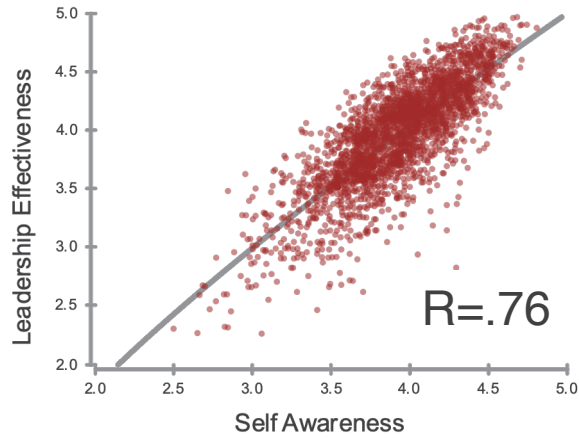


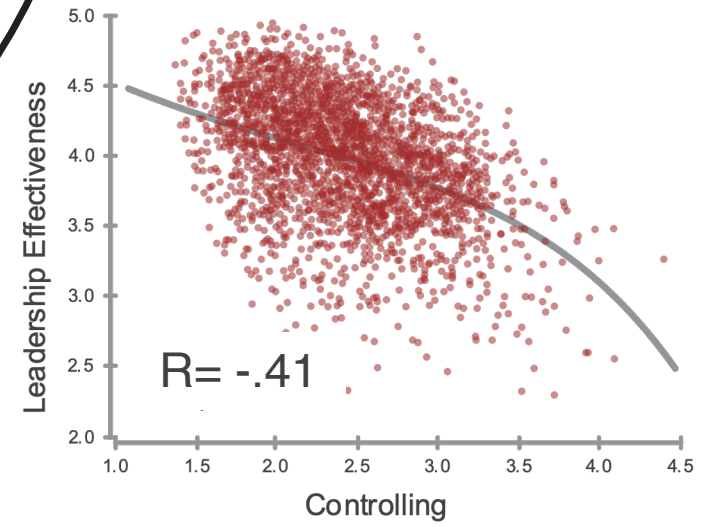
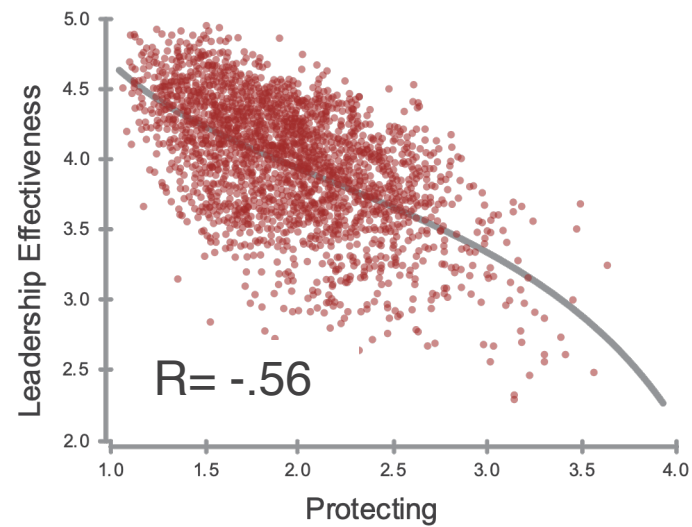
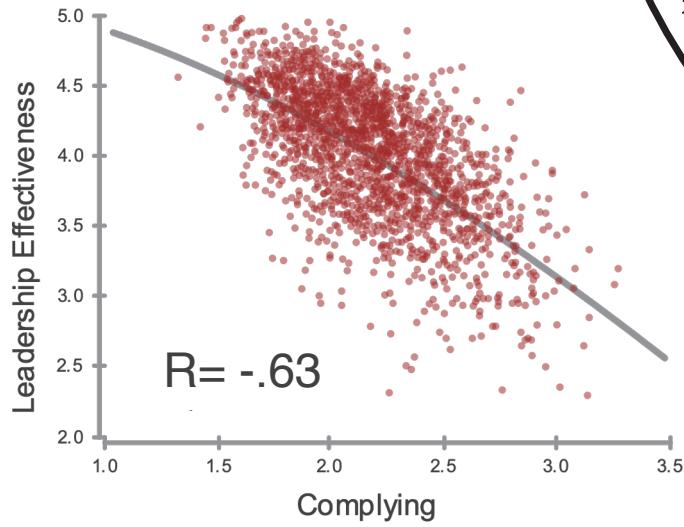
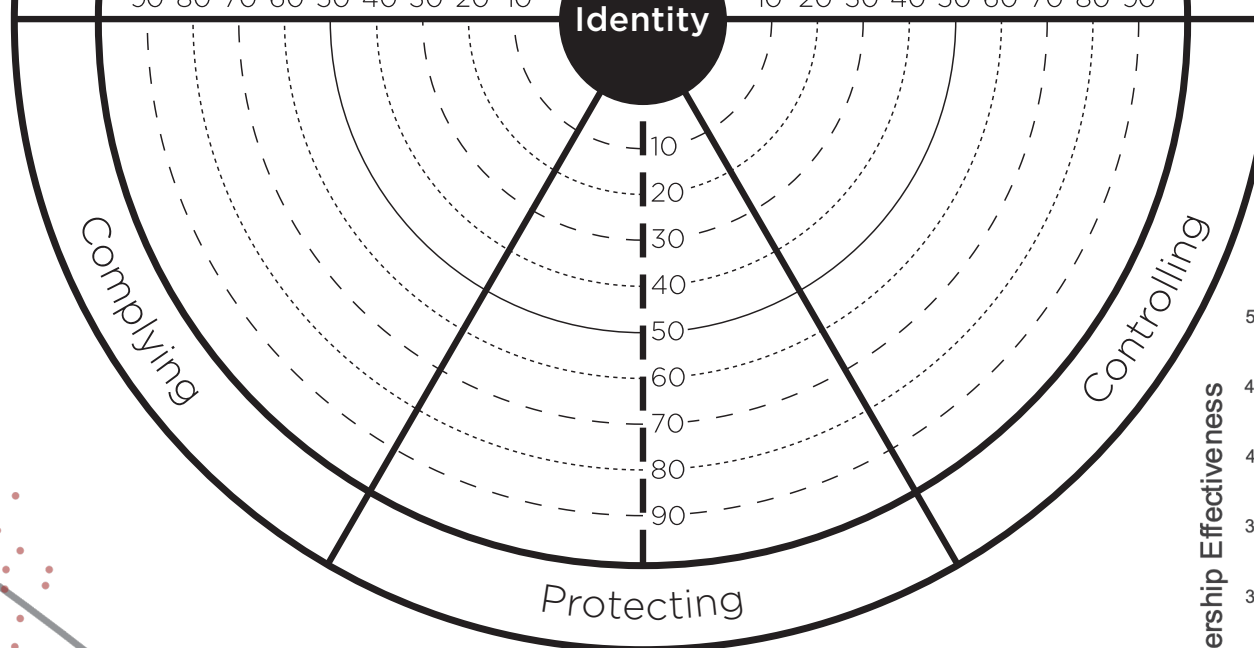
Overall  
Performance

# Leadership Effectiveness & Business Performance



# CREATIVE Correlations to Leadership Effectiveness

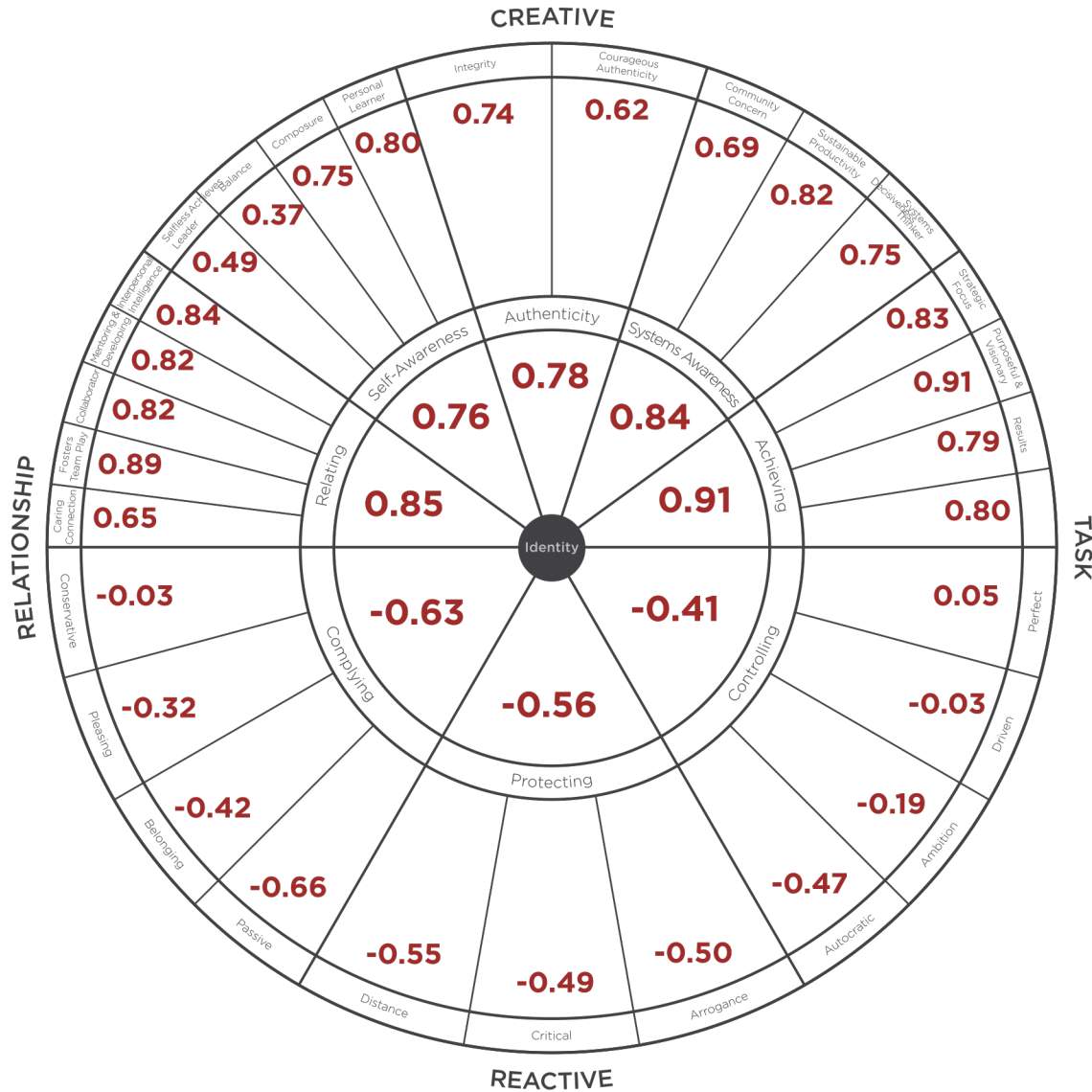




# REACTIVE Correlations to Leadership Effectiveness



# LCP Correlations to Leadership Effectiveness



I am satisfied with the quality of leadership that this leader provides.



This leader is the kind of leader that others should aspire to become.



This leader is an example of an ideal leader.



This leader's leadership helps this organization to thrive.

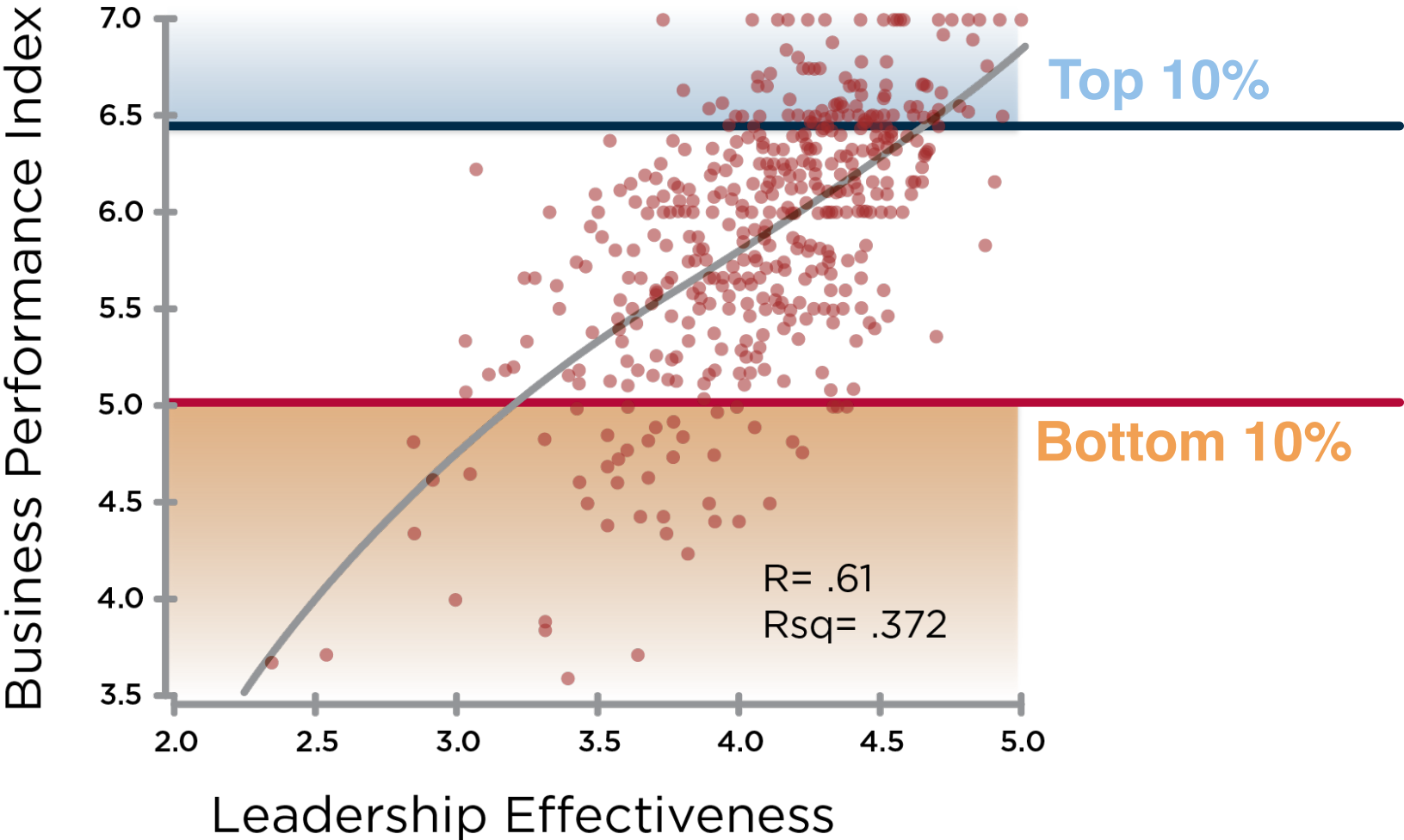


Overall, this leader provides very effective leadership.

# Leadership Effectiveness Scale



# Leadership Effectiveness & Business Performance



<b>PERFORMANCE CORRELATIONS*</b>	Business Performance Index	Leadership Effectiveness Scale	Relating	Self-Awareness	Authenticity	Systems Awareness	Achieving	Controlling	Protecting	Complying
Business Performance Index	1	0.612	0.496	0.475	0.504	0.574	0.614	-0.212	-0.314	-0.400
Leadership Effectiveness Scale	0.612	1	0.853	0.764	0.779	0.840	0.905	-0.408	-0.560	-0.631
Relating	0.496	0.853	1	0.870	0.719	0.795	0.758	-0.642	-0.750	-0.441
Self-Awareness	0.475	0.764	0.870	1	0.645	0.734	0.661	-0.740	-0.744	-0.359
Authenticity	0.504	0.779	0.719	0.645	1	0.777	0.862	-0.234	-0.377	-0.720
Systems Awareness	0.574	0.840	0.795	0.734	0.777	1	0.883	-0.401	-0.507	-0.604
Achieving	0.614	0.905	0.758	0.661	0.862	0.883	1	-0.244	-0.413	-0.751
Controlling	-0.212	-0.408	-0.642	-0.740	-0.234	-0.401	-0.244	1	0.826	0.090
Protecting	-0.314	-0.560	-0.750	-0.744	-0.377	-0.507	-0.413	0.826	1	0.228
Complying	-0.400	-0.631	-0.441	-0.359	-0.720	-0.604	-0.751	0.090	0.228	1
Number of Observations	486	1,863	2,746	2,746	2,746	2,249	2,746	2,746	2,746	2,746

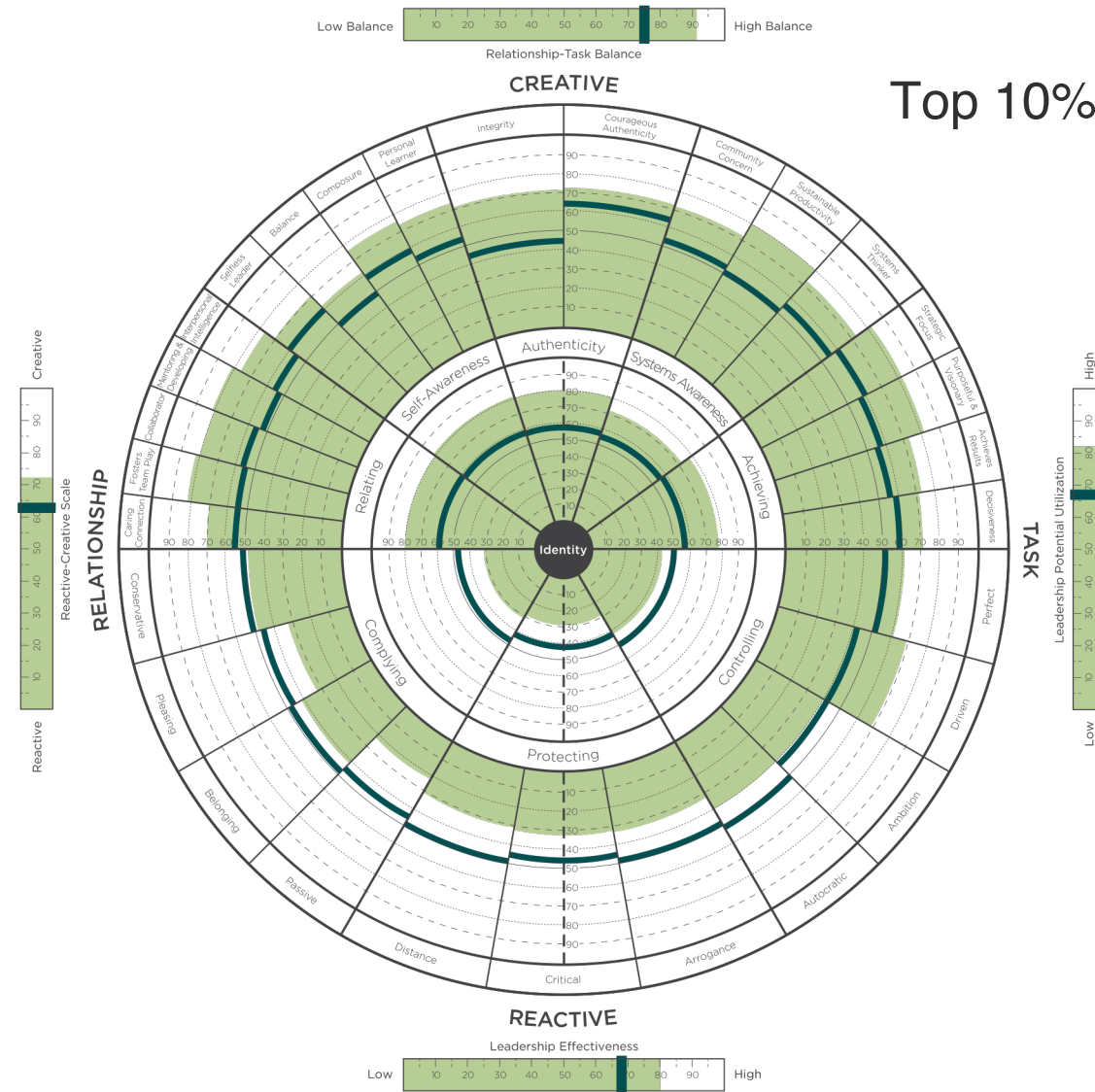
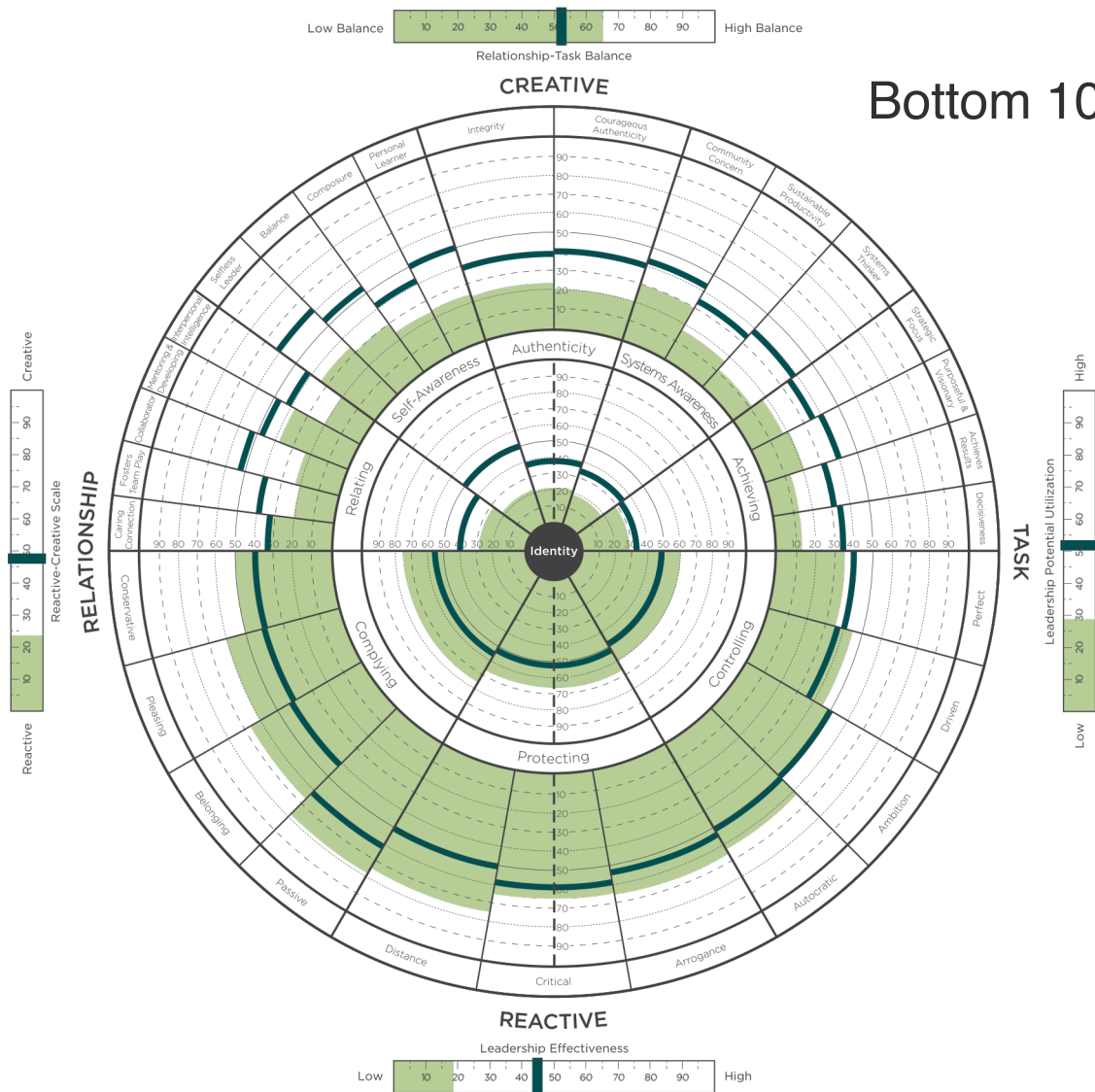
\* 0.4 or more is noteworthy | 0.6 or more is strong

**Scale Alpha: 0.94**

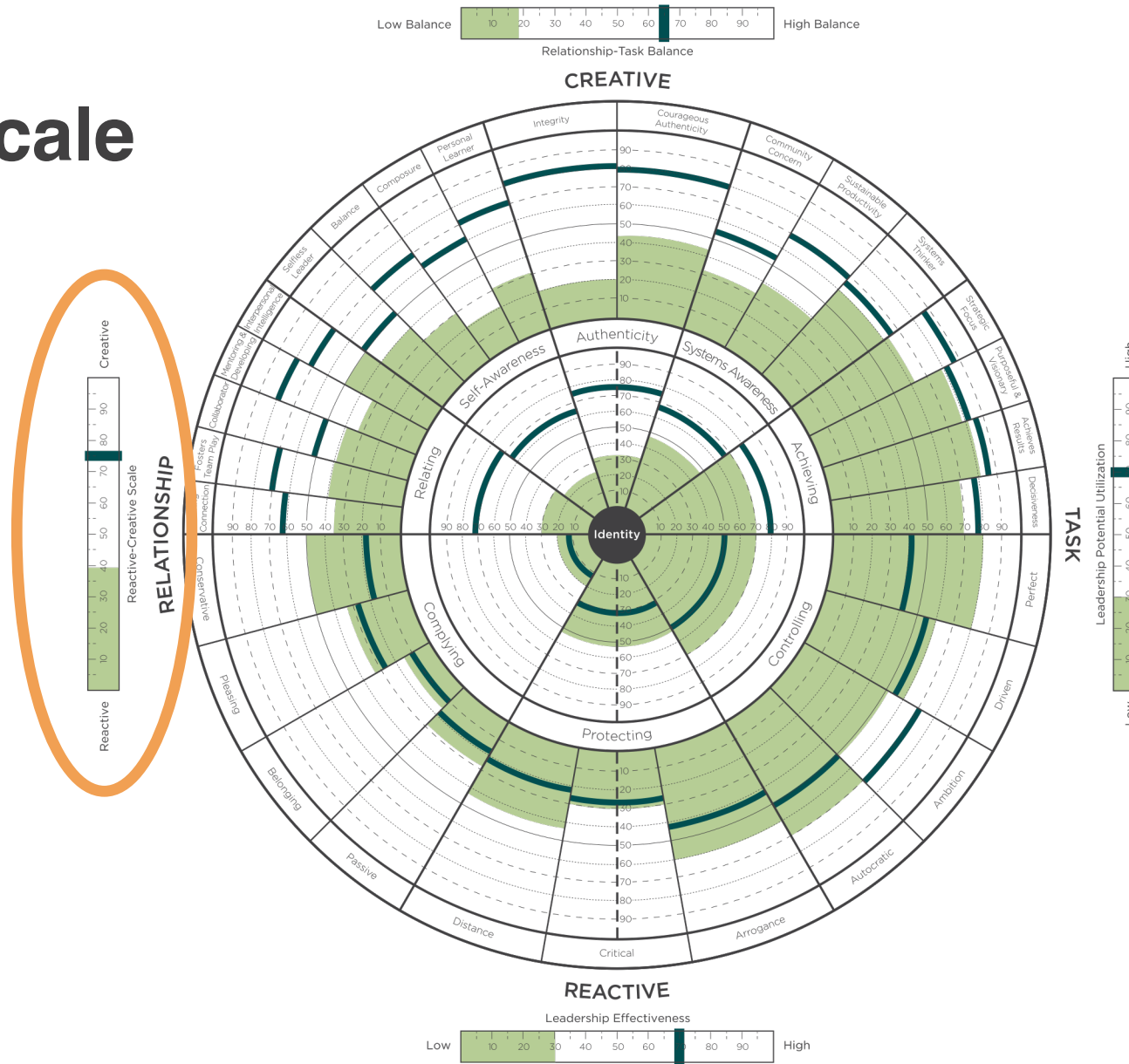
### LEADERSHIP EFFECTIVENESS SCALE QUESTIONS

I am satisfied with the quality of leadership that he/she provides.  
 He/she is the kind of leader that others should aspire to become.  
 He/she is an example of an ideal leader.  
 His/her leadership helps this organization to thrive.  
 Overall, he/she provides very effective leadership.

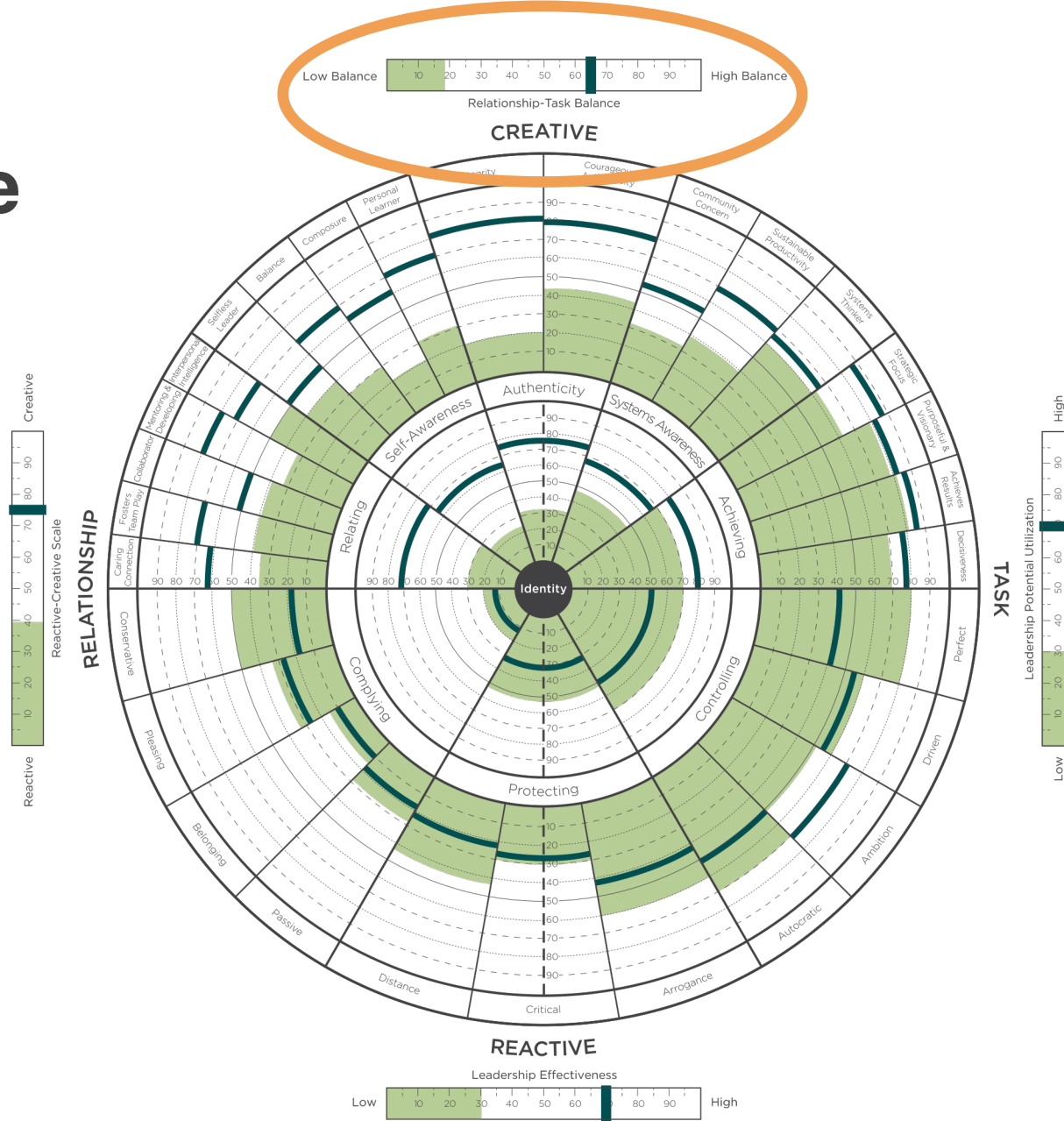
<b>one</b> Sales / Revenue Growth	<b>two</b> Market Share	<b>three</b> Profitability / ROA
<b>four</b> Quality of Products & Services	<b>five</b> New Product Development	<b>six</b> Overall Performance



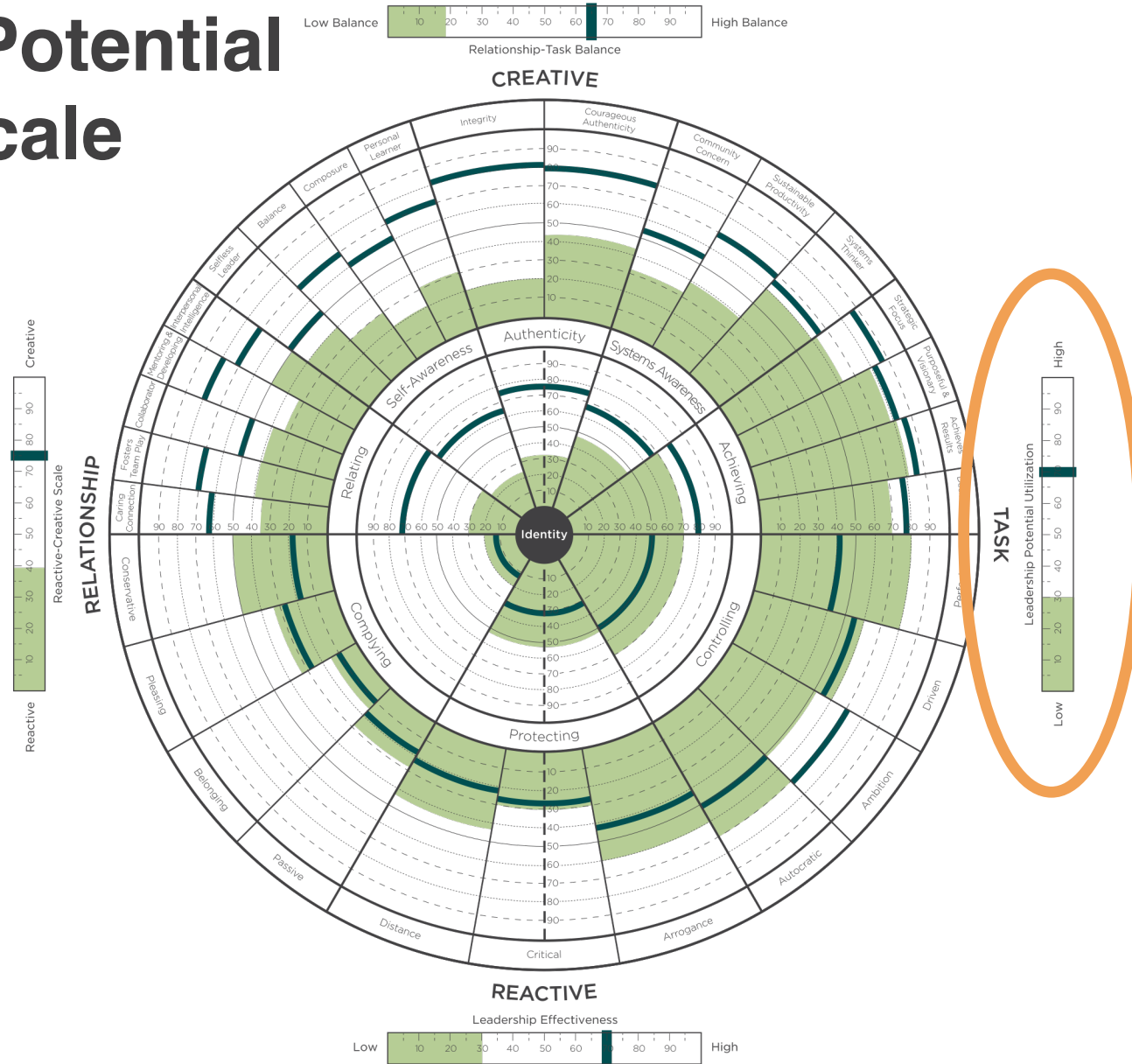
# Reactive Creative Scale



# Relationship Task Balance

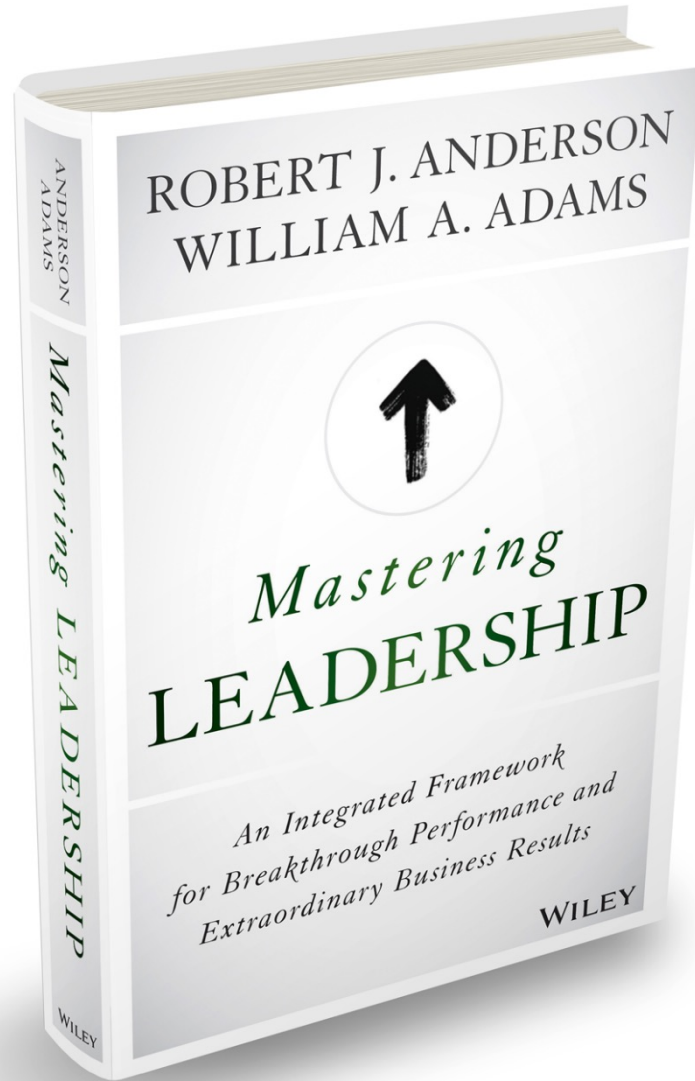


# Leadership Potential Utilization Scale



48





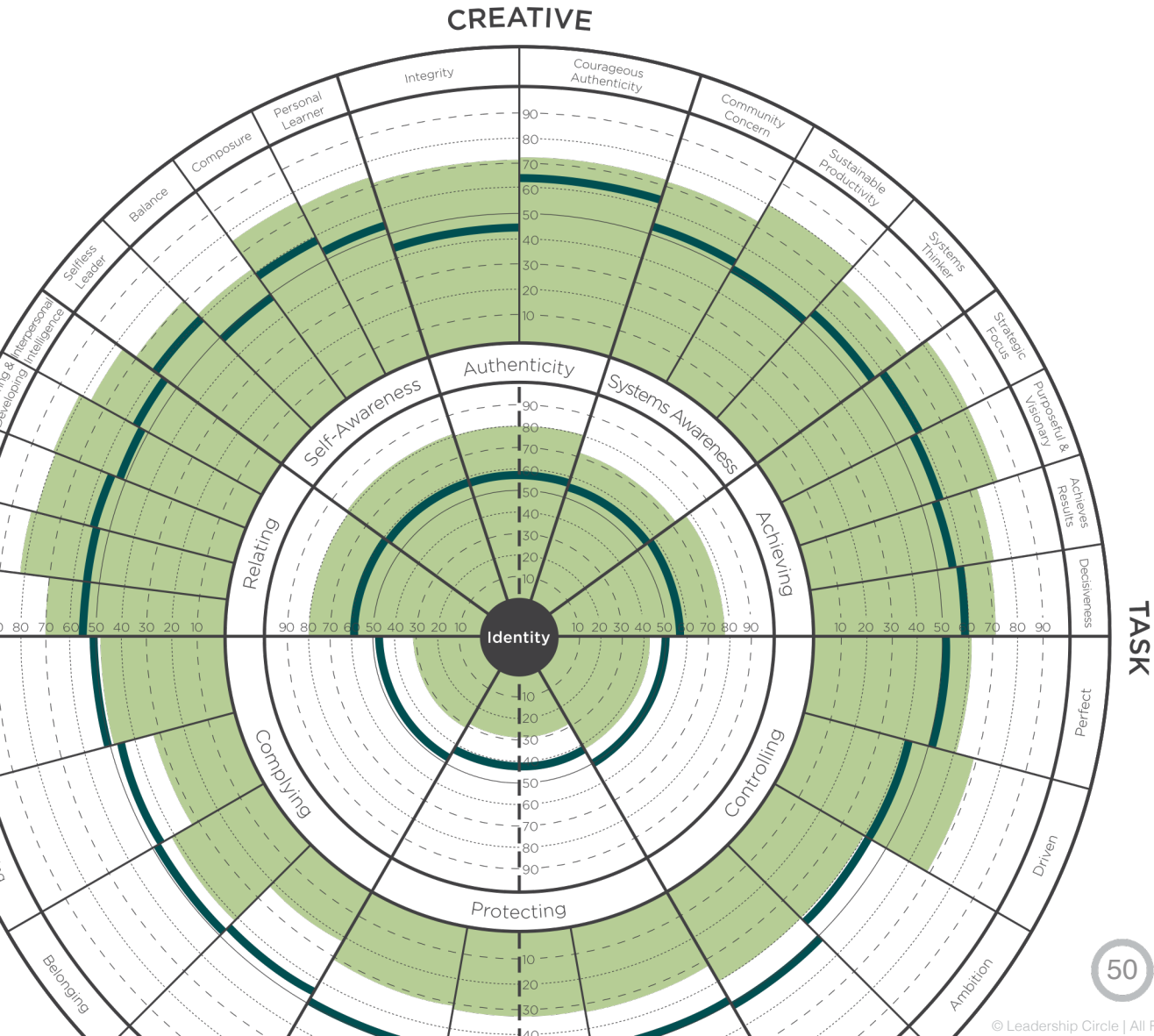
***MASTERING LEADERSHIP:***  
*An Integrated Framework for  
Breakthrough Performance and  
Extraordinary Business Results*

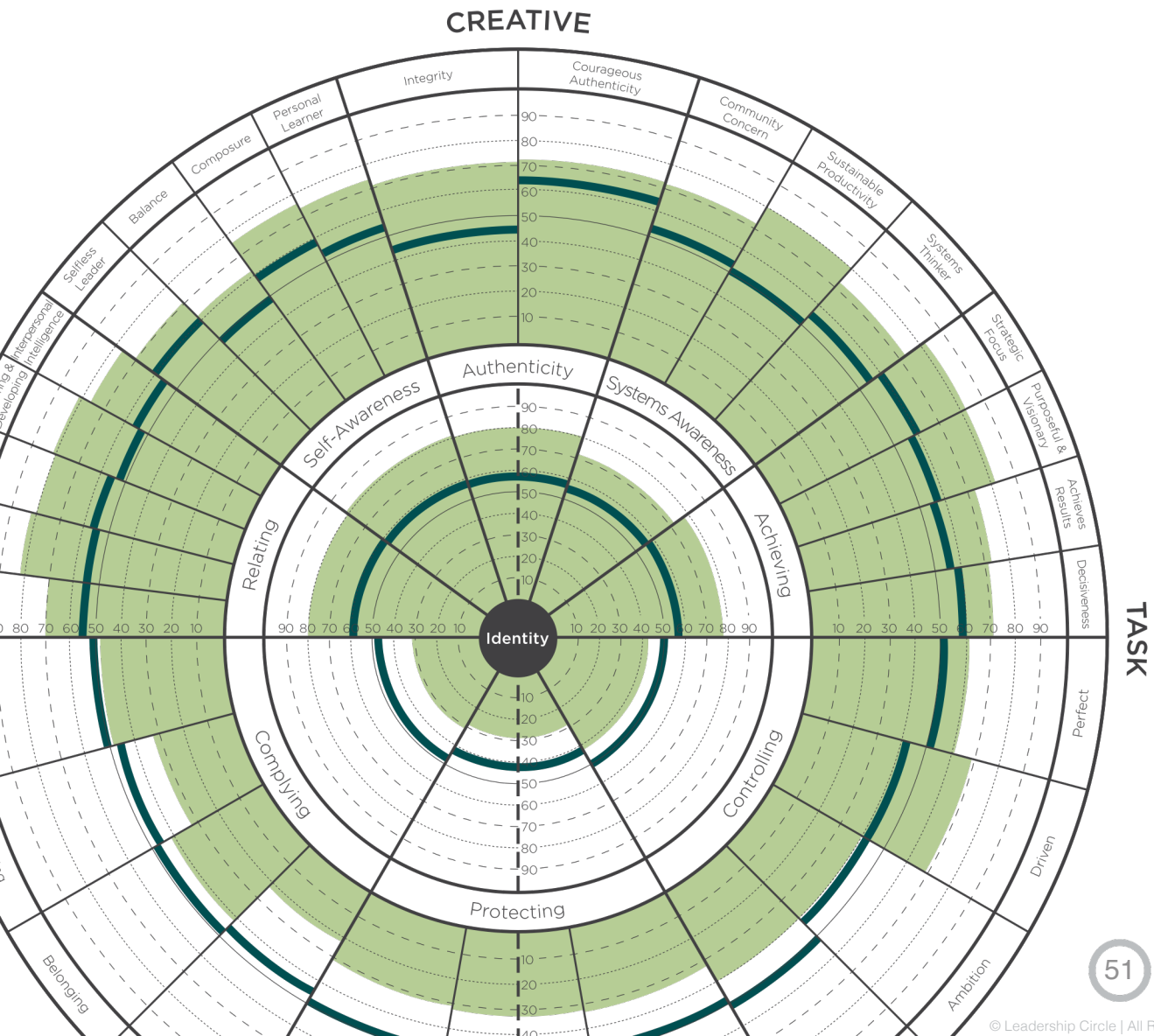


Bill Adams

Bob Anderson

**Remember:**  
  
You were a  
great coach  
before we met  
you!

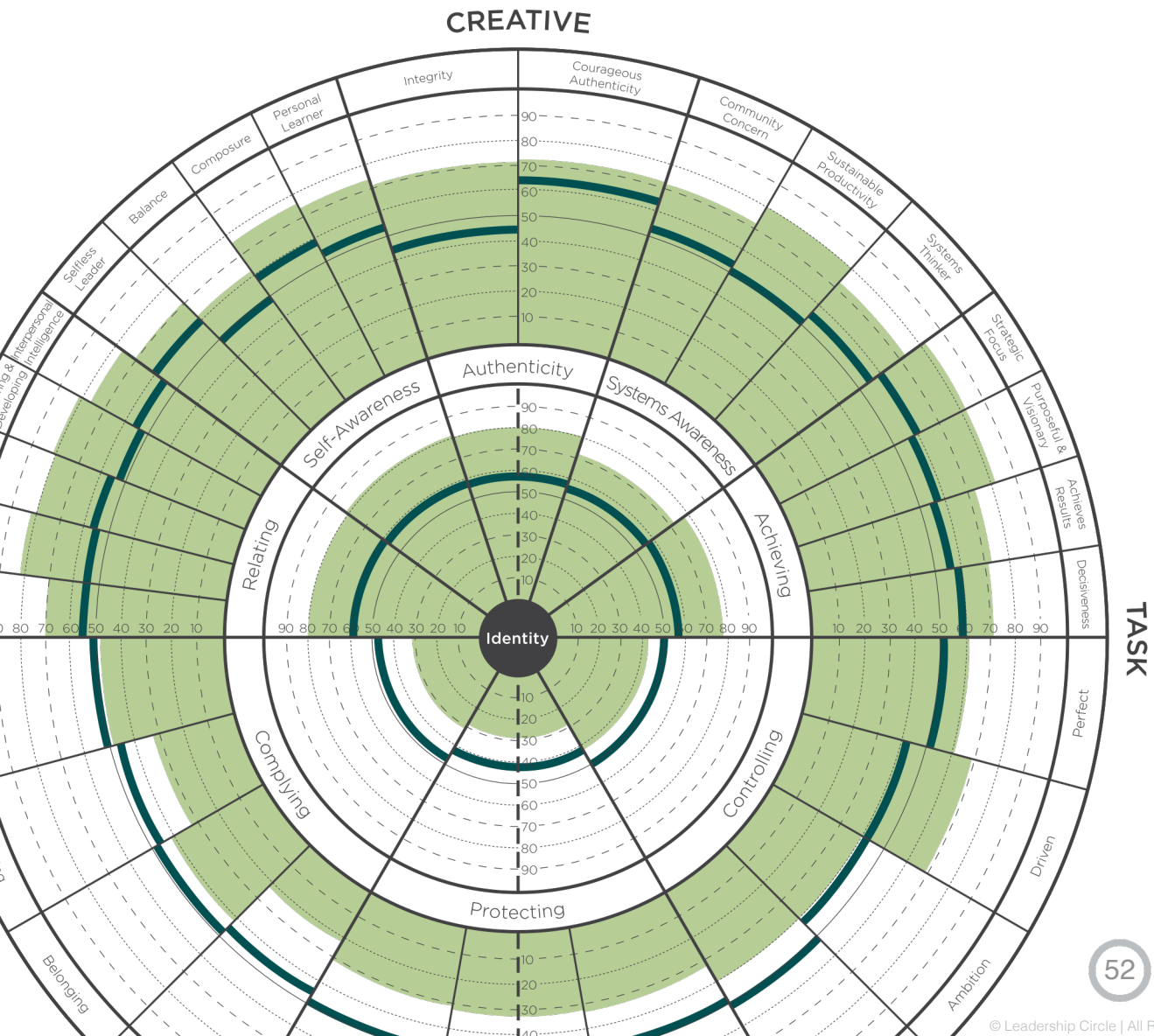




# Remember:

You will always know the Profile better than the client will ...

And they will always know themselves better than you do!



**Remember:**

**Commit to your  
development  
and...  
Tell your story!**

A sunset over a lake with trees silhouetted against the sky. The sky is a gradient of orange and red, and the water reflects the colors. The trees are dark silhouettes against the bright sky.

**Thank You for joining us!**

**Until next time....**

A scenic landscape photograph showing a sunset over a valley. The sun is a bright, glowing orb in the center of the sky, casting a warm orange and yellow light across the scene. Below the sun, a dense forest of trees covers the valley floor, appearing as dark silhouettes against the bright sky. In the foreground, large, dark, jagged rocks are scattered across the lower left and center of the frame. The overall atmosphere is serene and contemplative.

**If time permits:**

**Open Discussion: *What have we not covered as it relates to these?***