

REAL Leadership Assessment

Gallup studies find that the relationship employees have with their leaders impacts 70% of employee engagement.

Organizational effectiveness and bottom line results are driven by an organization's ability to align, transform and operate efficiently. How well leaders and leadership teams align and execute against the defined strategic goals determines the bottom line impact.

The REAL Leadership Assessment is a tool designed to help leaders go beyond the ordinary 360, and learn how leadership behaviors link to organizational results, and what leaders can do to change behaviors for maximum results and impact.

DRIVING ORGANIZATIONAL RESULTS

The relationship employees have with their supervisors, managers, and leadership strongly influences how well employees engage and perform within organizations. This is beyond employee satisfaction. Leaders help drive engagement, set the direction and align people and work-streams to drive results.

Employee engagement is key to workforce productivity. The more engaged employees are, the stronger the bottom line impact.

Engaged employees are:

1. Inspired and excited about what they do, so they give their best effort.
2. Challenged and valued with an opportunity for growth.
3. Empowered to make a difference, and trust the purpose and direction of the company.
4. Connected to a larger sense of purpose and meaning, with a strong sense of belonging and community.



ENGAGEMENT

Studies measuring employee engagement link employee engagement to business results. Consider these findings:

1. Research prepared for the United Kingdom government found that companies with a highly engaged workforce experience a 19.2 % growth in operating income over a 12-month period.
2. According to Gallup, disengaged employees cost the American economy up to \$350 billion per year due to lost productivity.
3. In an annual study since 2000, Gallup measured levels of engagement and found that that in any year, no more than 33% of employees are actively engaged. This means that 67% or more of employees have not been actively engaged.

REAL is the only leadership assessment that measures leadership qualities and behaviors linking them to engagement drivers.

OUR LEADERSHIP MODEL: REAL Leadership for Real Results

REAL Leadership measures the impact of leadership effectiveness via a leadership assessment linked to key engagement factors that drive results.

This is the missing link. Measuring how leadership behaviors directly impact engagement results provides executives, managers and leaders a unique tool to drive workforce productivity, engagement, and achieve business results.

MEASURE WHAT MATTERS: Measure impact and outcome, not just leadership 360 or employee engagement scores

Our awareness-based REAL Leadership model focuses on building the core leadership capabilities to:

- 1.** Build resilience to manage organizational and cultural change
- 2.** Improve employee engagement and empowerment
- 3.** Create an innovative and agile organization
- 4.** Develop leadership wisdom and insight

Using REAL, we establish a leadership benchmark. Each leadership question and statement is linked to an engagement driver. Our REAL Leadership model has four main categories of leadership effectiveness, 18 subcategories, and 88 distinct measures.

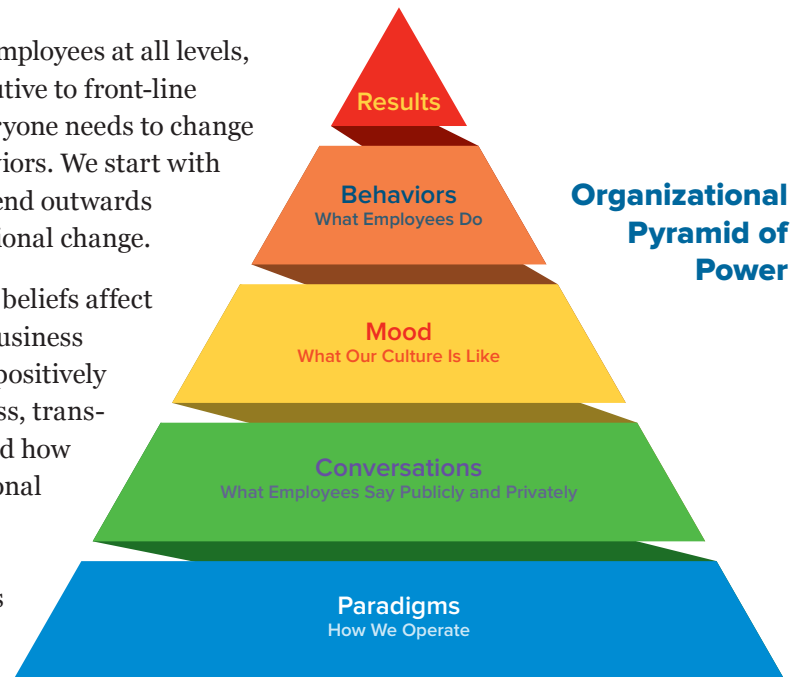
Focusing and improving leadership behaviors and capabilities leads to improved organizational results. When leaders change, cultures change, engagements change, and the results change.



LEADING CHANGE

Leading change requires employees at all levels, from the most senior executive to front-line employees, *to change*. Everyone needs to change their paradigms and behaviors. We start with leadership change and extend outwards to employee and organizational change.

Embedded paradigms and beliefs affect the clarity and quality of business decisions. Our paradigms positively or negatively impact openness, transparency and alignment, and how people behave. Organizational beliefs drive decisions that drive repeated behaviors and results. Old paradigms and assumptions often kill innovation.



*To lead change,
leaders must
change.*

HOW STOP AT NOTHING PARTNERS WITH CLIENTS TO HELP OBTAIN REAL RESULTS

Once we obtain the leadership benchmark, we run the engagement benchmark. We link the two assessments so a leader has a complete picture. We provide mentorship and coaching to help the leader create definitive action plans that not only improve leadership skills and capabilities, but includes distinct recommendations to improve employee engagement. We link the leadership behaviors and employee engagement to the key outcomes the leader needs to deliver.

To ensure the action plans developed are the right ones, and take the leader, team, and the organization in the right direction, we obtain, ongoing, real-time data by allowing our clients to have recurring pulse surveys to track progress and improvement and highlight red-flag areas.

OUR APPROACH

Our four-step process includes:

1. Assessing leadership effectiveness behaviors and capabilities via *REAL Leadership Assessment*
2. Linking leadership effectiveness to culture and engagement drivers via the *Talent OS (Operating System) Assessment*, through a partnership with People Productive
3. Pulse assessments of leadership effectiveness and engagement drivers linked to your key deliverables (monthly, bi-weekly, or another frequency as determined by the leader)
4. Measuring engagement and culture drivers to tangible organizational outcomes

*We bring back
the heart of
leadership and
the passion of
employees,
create win-win
teamwork and
alignment,
improve the
cultural mood,
and drive
organizational
results.*

*When
leadership
changes,
engagement
and culture
changes,
and results
change.*

This information is gathered, analyzed, discussed, and actions are developed to help a leader, and/or a leadership team make the win-win decisions for the employees, customers, and the organization's stakeholders, with the end result being achieving business goals.

The "X-factor" in creating high bottom line results is leadership. Leaders motivate people to do their best work and to perform at high levels. When leaders are trusted, when employees have a strong relationship with the leadership of the organization, turnover is lower—and employee engagement, customer satisfaction, and sales are higher.

Are you ready to make a significant difference in your organization's bottom line?

WHY STOP AT NOTHING: Our Experience and Proven Impact

Drawing on nearly 30-years of experience facilitating organizational transformation, culture change, and leadership development, Stop At Nothing helps individuals, teams and organizations become more effective and achieve long-lasting positive business results and impact. We start with leadership and extend to the rest of the organization.

Successful organizations care about their employees. Successful organizations are resilient and agile. Leaders and managers drive the sense of caring, community, spirit, resilience and agility inside an organization. To improve your organization's chances of success, develop your leaders.

REAL LEADERSHIP ASSESSMENT: The REAL Leadership Integrated Report

The integrated report concurrently assesses both leadership behaviors and capabilities alongside the key engagement factors. As a result, leaders obtain a complete picture of the individual behaviors they need to continue, start, or stop doing linked to employee engagement and bottom line results. Coaching, action planning and pulse surveys complete the process, thereby giving meaningful, tangible and timely feedback required to create and sustain positive change.

For more information contact:

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