

LEADERSHIP BRAND™

ASSESSMENT

You want your leaders to be the kind of people who embody the promises your company makes to its customers and investors. When this occurs, you have developed a “Leadership Brand” that delivers real value to the organization. A strong leadership brand includes two parts: basic leadership competencies—what we’ve referred to as the “Leadership Code”—and differentiators—those competencies that set you apart from your competitors.

This Leadership Brand Self Assessment is a quick way to explore your organization’s commitment to developing a strong Leadership Brand. For automatic scoring, complete the self-assessment by clicking on the answers below with your mouse. Then consult the section “Scoring Your Assessment” at the end of this document.

Reset Form

Scale: 1 Low ◀··········▶ High 10

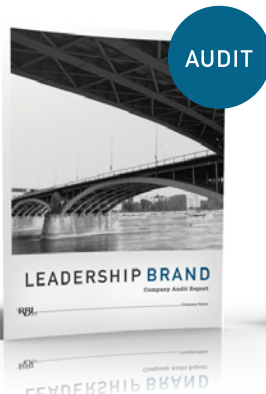
We have articulated a clear business case about why we should make investments in leadership	1	2	3	4	5	6	7	8	9	10
Our senior executives in this organization devote time, resources and their personal attention to building leaders at every level	1	2	3	4	5	6	7	8	9	10
We have created a unique logic for what our leaders should stand for and be known for that is widely understood and accepted	1	2	3	4	5	6	7	8	9	10
We have an explicit process to connect leadership behaviors to customer expectations	1	2	3	4	5	6	7	8	9	10
My organization identifies gaps in the knowledge, experiences, and perspectives of our next generation of leaders at key transitions in their development	1	2	3	4	5	6	7	8	9	10
Leaders at every level have an individual development plan that focuses them on building the competencies they will need for future success	1	2	3	4	5	6	7	8	9	10
Our diverse leadership development practices integrate and support each other (e.g. job assignments, 360s, succession, performance management, compensation, training)	1	2	3	4	5	6	7	8	9	10
Our leadership practices involve the perspective of external stakeholders (e.g. customers, investors, analysts)	1	2	3	4	5	6	7	8	9	10
We measure the impact of our leadership investments beyond satisfaction with training programs	1	2	3	4	5	6	7	8	9	10
We measure the impact of developing leaders on our ability to implement our business strategy	1	2	3	4	5	6	7	8	9	10
We systematically communicate to internal and external stakeholders about how and why we invest in leadership	1	2	3	4	5	6	7	8	9	10
The views of external stakeholders (e.g. analysts, media, and community) impact the way we invest in and develop leaders	1	2	3	4	5	6	7	8	9	10

Your Score

	over 9: Pat yourself on the back and buy more of your company's stock.
	8 - 9: You are already a leadership brand company.
	6 - 8: You should pick one or more areas where you can improve your leadership capability efforts.
	under 6: Start by building the fundamentals of leadership. You are likely focusing too much effort on individual development and not enough on leadership development as an organization capability.

Organizational and Individual Assessments

For more comprehensive organizational and individual assessments, consider the following:



Leadership Brand Audit

The Leadership Brand Audit is based on research conducted by The RBL Group about how to build a sustained leadership capability that resonates with external stakeholders of the organization. The purpose of this Audit is to help you understand the strength of your organization's leadership brand.



Organization Capabilities Audit

An organizational audit that helps you gauge – and ultimately boost – your organization's performance in managing organization capabilities.



Leadership Code 360 & Workshop

A comprehensive leadership assessment that incorporates feedback from supervisors, direct reports, peers and others (such as customers). Our 1-day development workshop helps leaders make the most of their feedback.

For more information,
visit LeadershipCodeBook.com/tools
or call 1-866-373-4238