

# 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

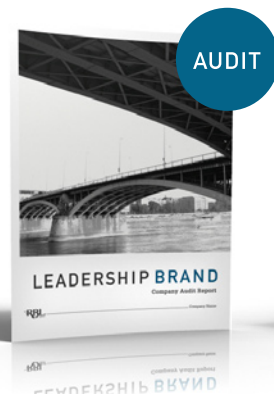
We have articulated a clear business case about why we should make investments in leadership	1	2	3	4	5	6	7	8	9	10
Our senior executives in this organization devote time, resources and their personal attention to building leaders at every level	1	2	3	4	5	6	7	8	9	10
We have created a unique logic for what 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

	<b>over 9:</b> Pat yourself on the back and buy more of your company's stock.
	<b>8 - 9:</b> You are already a leadership brand company.
	<b>6 - 8:</b> You should pick one or more areas where you can improve your leadership capability efforts.
	<b>under 6:</b> 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](http://LeadershipCodeBook.com/tools)  
or call 1-866-373-4238