



# Leadership Benchmark™

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## What is it?

The Leadership Benchmark is a 360 degree profile that enables existing and aspiring leaders (irrespective of their position in the organisational hierarchy) to gain feedback on how well they are establishing the essential leadership conditions that will encourage others to follow them. As a consequence, they can then work on maintaining those leadership activities that are working for them and start developing any further skills, behaviours and strategies necessary to create the essential leadership conditions.

## Who is it for?

The Leadership Benchmark has been designed for use by managers and senior managers who are required to develop essential leadership skills that will encourage others within the organisation (both those who report directly to them and others whom they need to influence) to "follow" them.

The Leadership Benchmark is ideally used when it is integrated with a leadership development process being undertaken by the organisation. Alternatively, it can be used as a one-off tool in the coaching of aspiring or established leaders to help them develop or enhance their potential to lead.

## What it does...

Because the Leadership Benchmark requires managers to define the four essential leadership conditions that each must develop to be seen by others as an effective leader, a cadre of effective leaders across the organisation is quickly developed. These four essential leadership conditions that encourage others to follow are:

- A shared understanding of the environment ("We know our challenges and our strengths")
- A shared sense of direction ("We know where are we going")
- A shared set of values and a feeling of team ("We are in this together!")
- A shared feeling of power ("We can do this!")

By implementing the Leadership Benchmark managers will be able to gain feedback on how well they have established the four leadership conditions. They can develop a personal leadership plan to address each of the four leadership conditions. When completed a second time, track progress in each of the four areas.

## Why it is unique?

Most leadership surveys, questionnaires, or profiles, focus on inputs - i.e. personality traits, behaviours, skills, competencies or capabilities. The Leadership Benchmark is unique because it focuses on outputs - i.e. what the leader needs to achieve in order for people to want to follow him or her.

Using the Leadership Benchmark, people are not "put in boxes" or expected to behave in certain ways. Rather, they are treated as unique individuals, each with their own special style, skills and unique capabilities to bring to their leadership role.