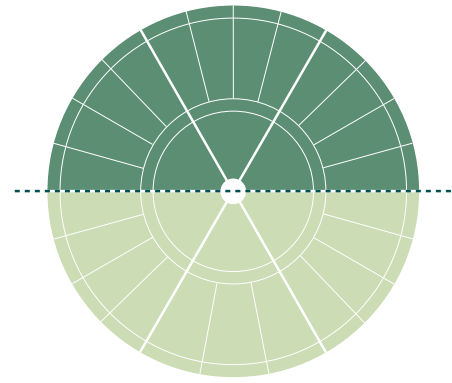


THE CREATIVE LEADERSHIP COMPETENCIES



The top half of the circle maps Creative Competencies that contribute to a leader's effectiveness. They measure key leadership behaviors and internal assumptions that lead to high fulfillment, high achievement leadership. They are as follows:

RELATING *summary dimension measures the leader's capability to relate to others in a way that brings out the best in people, groups and organizations. It is composed of:*

Caring measures the leader's interest in and ability to form warm, caring relationships.

Mentoring measures the leader's ability to develop others through mentoring and maintaining growth-enhancing relationships.

Teamwork measures the leader's ability to foster high-performance teamwork among team members who report to him/her, across the organization, and within teams in which he/she participates.

Interpersonal measures the interpersonal effectiveness with which the leader listens, engages in conflict and controversy, deals with the feelings of others, and manages his/her own feelings.

BEING *summary dimension measures the leader's orientation to ongoing professional and personal development, as well as the degree to which inner self-awareness is expressed through high integrity leadership. It is composed of:*

Balance measures the leader's ability to keep a healthy balance between business and family, activity and reflection, work and leisure—the tendency to be self-renewing, and handle the stress of life without losing the self.

Composure measures the leader's ability, in the midst of conflict and high-tension situations, to remain composed and centered, and to maintain a calm, focused perspective.

Integrity measures how well the leader adheres to the set of values and principles that he/she espouses; that is, how well he/she can be trusted to "walk the talk."

Courage measures the leader's willingness to take tough stands, bring up the "undiscussables" (risky issues the group avoids discussing), and openly deal with difficult relationship problems.

ACHIEVING *summary dimension measures the extent to which the leader offers visionary, authentic, and high achievement leadership. It is composed of:*

Vision measures the extent to which the leader clearly communicates and models commitment to personal purpose and vision.

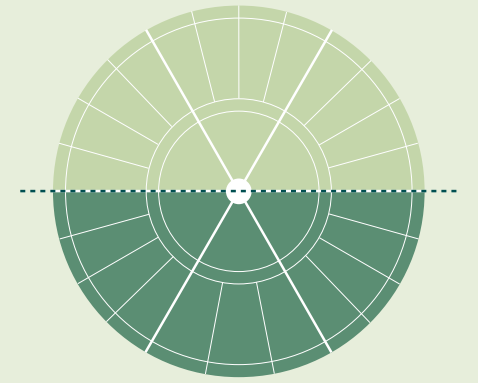
Strategy measures the extent to which the leader thinks and plans rigorously and strategically to ensure that the organization will thrive in the near and long-term.

Results measures the degree to which the leader is goal directed and has a track record of goal achievement and high performance.

Decisions measures the leader's ability to make decisions on time, and the extent to which he/she is comfortable moving forward in uncertainty.

THE REACTIVE LEADERSHIP STYLES

The lower half of the circle maps self-limiting Reactive Tendencies and leadership behaviors. The Reactive dimensions reflect inner beliefs and assumptions that limit effectiveness, authentic expression, and empowering leadership. They are as follows:



COMPLYING *summary dimension measures the extent to which a leader gets a sense of self-worth and security by complying with the expectations of others rather than acting on what he/she intends and wants. It is composed of:*

Pleasing measures the leader's need to seek others' support and approval in order to feel secure and worthwhile as a person. People with strong needs for approval tend to base their degree of self-worth on their ability to gain others' favor and confirmation.

Belonging measures the leader's need to conform, follow the rules, and meet the expectations of those in authority. It measures the extent to which he/she goes along to get along, thereby compressing the full extent of his/her creative power into culturally acceptable boxes.

Passive measures the degree to which the leader gives away his/her power to others and to circumstances outside his/her control. It is a measure of the extent to which he/she believes that he/she is not the creator of his/her life experience, that his/her efforts do not make much difference, and that he/she lacks the power to create the future he/she wants.

PROTECTING *summary dimension measures the belief that the leader can protect himself/herself and establish a sense of worth through withdrawal, remaining distant, hidden, aloof, cynical, superior, and/or rational. It is composed of:*

Distant is a measure of the leader's tendency to establish a sense of personal worth and security through withdrawal, being superior and remaining aloof, emotionally distant, and above it all.

Critical is a measure of the leader's tendency to take a critical, questioning, and somewhat cynical attitude.

Arrogant measures the leader's tendency to project a large ego—behavior that is experienced as superior, egotistical, and self-centered.

CONTROLLING *summary dimension measures the extent to which the leader establishes a sense of personal worth through task accomplishment and personal achievement. It is composed of:*

Autocratic measures the leader's tendency to be forceful, aggressive, and controlling. It measures the extent to which he/she equates self-worth and security to being powerful, in control, strong, dominant, invulnerable, or on top. Worth is measured through comparison, that is, having more income, achieving a higher position, being seen as a most/more valuable contributor, gaining credit, or being promoted.

Ambitious measures the extent to which the leader needs to get ahead, move up in the organization, and be better than others. Ambition is a powerful motivator. This scale assesses if that motivation is positive, furthering progress—or negative, overly self-centered and competitive.

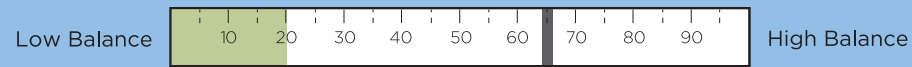
Perfectionist is a measure of the leader's need to attain flawless results and perform to extremely high standards in order to feel secure and worthwhile as a person. Worth and security is equated with being perfect, performing constantly at heroic levels, and succeeding beyond all expectations.



By shining a light on the underlying thinking patterns that drive their current behavior, clients have access to new choices and possibilities.

LEADERSHIP CIRCLE PROFILE™

MANAGER EDITION

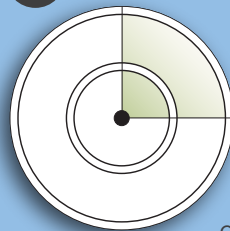


4 SUMMARY DIMENSIONS

In addition to all the dimensions displayed in the inner and outer circle, the rectangular scales located around the circle are intended to bring everything together. They provide useful 'bottom-line' measures as well as measures of key patterns within the data.

To understand the layout of the Profile Graphic, please read the following steps:

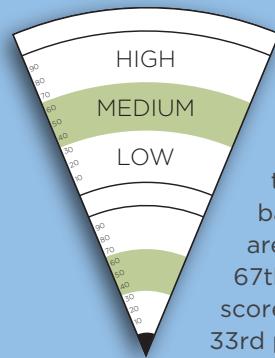
1 CIRCLE WITHIN A CIRCLE



The outer circle displays the results for each of the 21 dimensions measured by the LCP ME. The inner circle dimensions summarize the outer circle dimensions into 6 summary scores. Dimension definitions can be found on the exterior of this fold-out.

The location of dimensions within the circle illustrates the relationship between dimensions. Adjacent dimensions describe similar behavior patterns that are positively correlated. Dimensions on opposite sides of the circle are opposing behavior patterns and are inversely correlated.

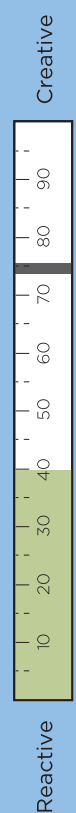
2 PERCENTILE SCORES



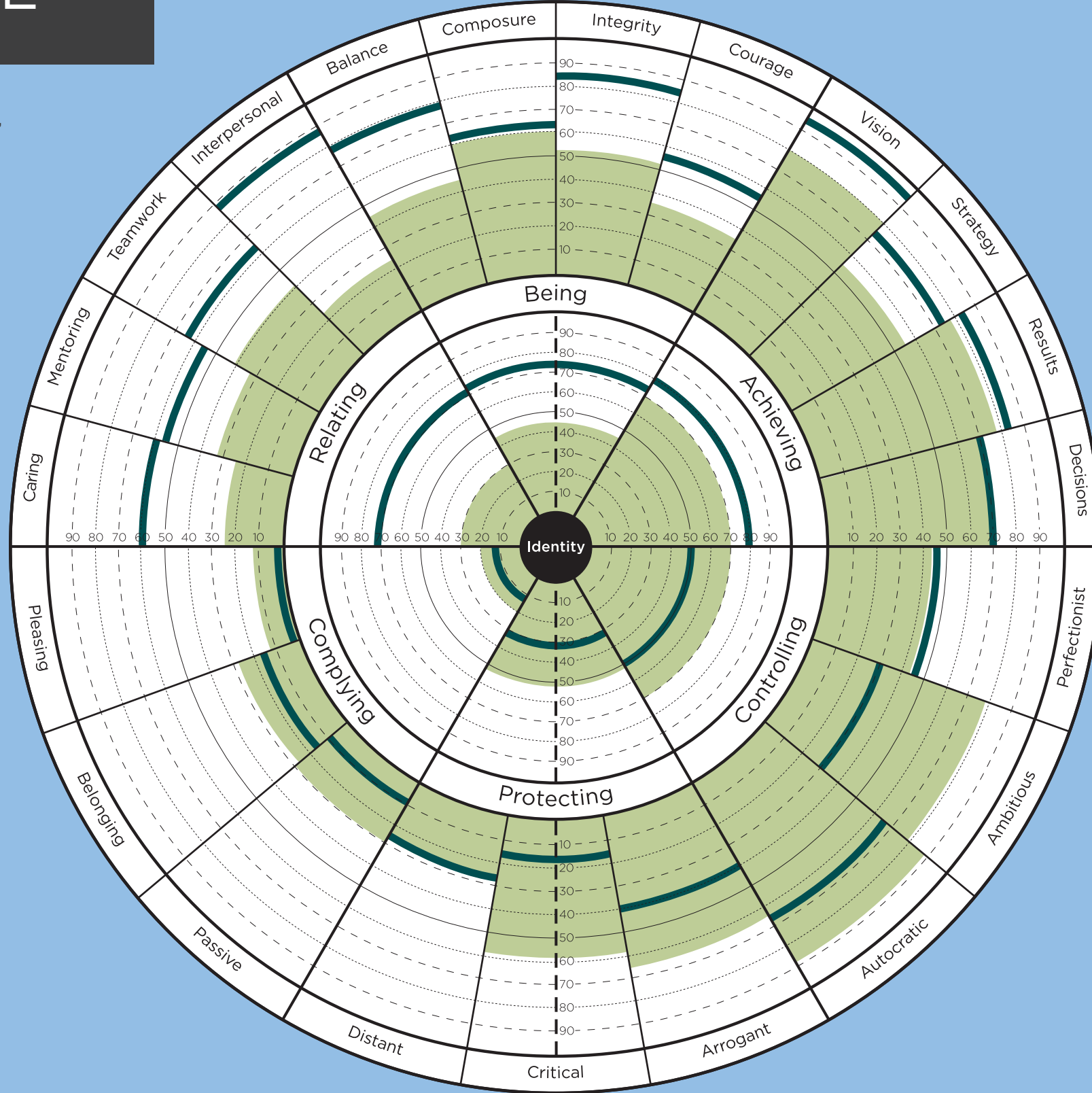
All scores are displayed as percentile scores compared to a global norm base. High scores are beyond the 67th percentile. Low scores are below the 33rd percentile.

3 KEY

Self Assessment █
Others' Assessment █



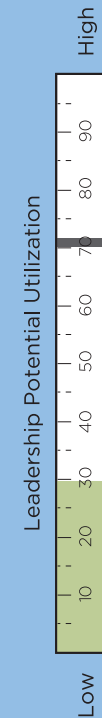
RELATIONSHIP



REACTIVE



TASK



Reactive-Creative Scale reflects the degree of balance between the Creative dimensions and the Reactive dimensions. The percentile score here gives the leader a sense of how he/she compares to other leaders with respect to the amount of energy he/she puts into Reactive versus Creative behaviors. It suggests the degree to which his/her leadership, relationships, and goal-oriented behaviors come out of a Creative or Reactive orientation. It also suggests the degree to which his/her self-concept and inner motivation come from within or are determined by external expectations, rules, or conditions.

Relationship-Task Balance measures the degree of balance a leader shows between the Achieving and Relating competencies. It is a measure of the over, under or balanced development of either half of the equation (the people half or the task half) that makes for great leadership.

Leadership Potential Utilization is a bottom line measure that compares the overall score of the dimensions measured to that of other leaders who have taken this survey. It sorts through all the high and low scores to answer the question, "So, in the end, how am I doing?"

Leadership Effectiveness measures the leader's perceived level of overall effectiveness. Research has shown it to be significantly correlated to business outcomes. It gives the leader an overall measure of how all of the above is translating into perceived effectiveness.