



## FAQ: AUTOMATED VS. CUSTOM PULSE ASSESSMENTS

### 1. What is an Automated Pulse Assessment?

An Automated Pulse™ Assessment is a series of three pre-configured evaluations that use standardized metrics and criteria to assess specific performance or conditions. It is designed to provide sustained focus for development goals and designed to be a “quick pulse” for the leader for current performance along the way.

### 2. What is a Custom Pulse Assessment?

A Custom Pulse™ Assessment takes the above automated pulse, and additionally allows a broader area of focus for start and stop behaviors, adding in more behaviors to evaluate. It utilizes the LC research team to provide specific interpretation in the report, with statistical significance to performance outcomes.

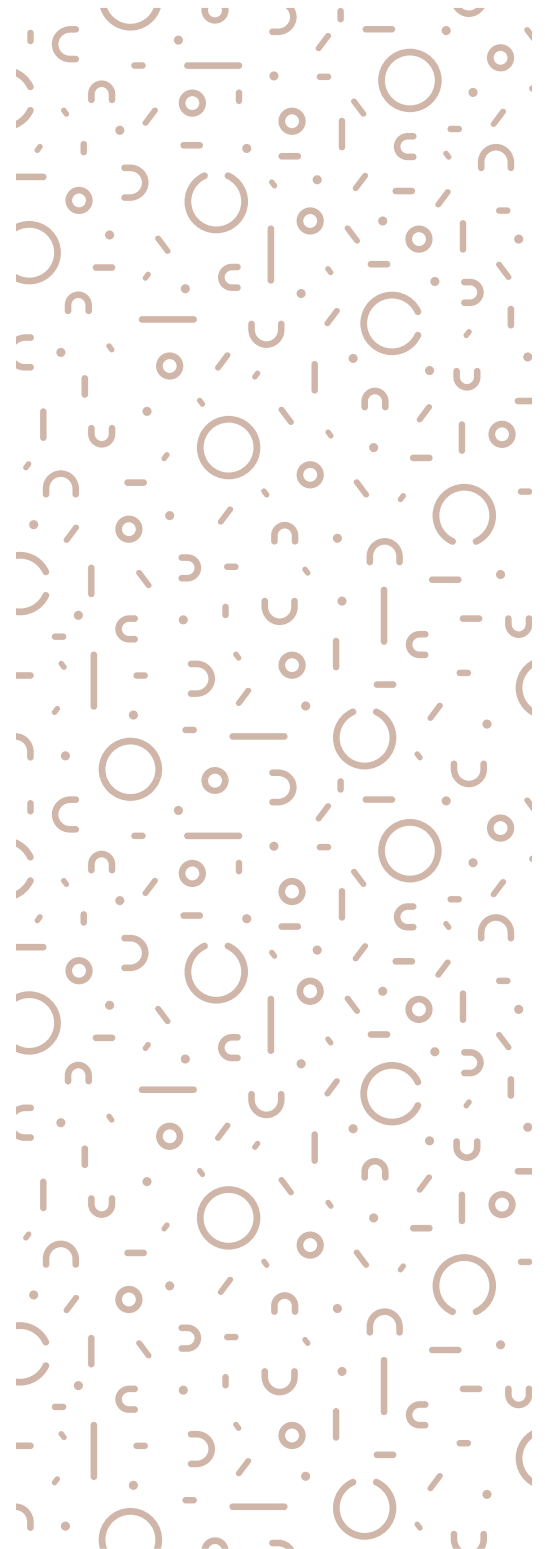
### 3. What are the key differences between Automated and Custom Pulse Assessments?

Standardization vs. Customization: Automated assessments use fixed criteria, while custom assessments allow for personalized metrics.

- **Speed vs. Flexibility:** Automated assessments are quicker to deploy, whereas custom assessments may take more time to set up but offer more behavior metrics and adaptability.
- **Consistency vs. Specificity:** Automated assessments provide consistent results across different scenarios, while custom assessments can be tailored to specific contexts. I do not know how this is true. What is the tailoring? It is less tailoring in my view?

### 4. When should I use an Automated Pulse Assessment?

Automated Pulse Assessments are ideal for using and LDP and enabling clients to make progress on their OBTG and a pivotal stop and start behavior.



## **5. When should I use a Custom Pulse Assessment?**

Custom Pulse Assessments are best suited for scenarios that require specific criteria or detailed analysis, such as specialized projects or unique performance metrics. IS that true. As I understand it, it is great for any coach/client that wants more breadth in their pulse through greater criteria evaluated with specific interpretation in the report itself.

## **6. Can I combine Automated and Custom Pulse Assessments?**

Yes, it is possible to use both types of assessments in conjunction to leverage the benefits of standardization and customization. This approach can provide a comprehensive evaluation framework.

## **7. What are the benefits of Automated Pulse Assessments?**

- **Easy to utilize and control as a practitioner:** You enter the items and control the reports and groups
- **Consistency:** Standardized criteria ensure uniform evaluations.
- **Adaptability:** Can be adjusted for groups and evaluators. Items cannot be adjusted.
- **Inexpensive:** The automated pulse is priced for anyone to use

## **8. What are the benefits of Custom Pulse Assessments?**

- **Flexibility:** Tailored criteria to meet specific needs. Don't know what that is? A more robust evaluation with more items.
- **Detailed Analysis:** In-depth evaluations based on customized metrics.
- **Adaptability:** Can be adjusted to fit unique situations.



## AUTOMATED PULSE

Certified practitioners, working with their leader/client, will:

- Use the Certification and LDP guidelines to customize the leader's OBTG to their context.
- Choose one pulse-able Creative Competency behavior for the leader's Start behavior.
- Choose one pulse-able Reactive Tendency behavior for the leader's Stop behavior.

The Pulse Certification includes a Pulse interpretation guide, which provides detailed information about the baseline, interim, and final reports, and ties the LCP data and statistical significance of their improvements to Leadership Effectiveness and overall progress.

The Leadership Development Plan helps leaders clarify intentions and set aspirational goals for leadership effectiveness.

The Pulse™ survey process enables leaders to track progress toward development goals and behaviors over time.

The full Pulse process typically includes three assessments over 6–12 months:

- Baseline Pulse
- Interim Pulse
- Final Pulse
- During the pulse period:
  - Evaluators give feedback on the leader's progress toward the OBTG.
  - Ratings are collected for all items related to the chosen Creative and Reactive dimensions.
  - Tracking progress over time.

LE is also assessed in the baseline and in the final report. Interpretation guide enables coaches to determine statistical significance of LE.

After each assessment, leaders receive a concise, illustrated summary report to guide reflection, course correction, and behavioral reinforcement.

After completing the Final Pulse, leaders are encouraged to:

- Begin a new pulse series, either continuing with the same OBT Goal or selecting a new one.
- Use the Pulse process as a repeatable cycle for continuous leadership development.

## CUSTOM PULSE

Using the custom Pulse™ survey, leaders track progress toward their One Big Thing Goal (OBTG) in the same method as the automated Pulse with additional features:

The Research and Assessment Team provide a rigorous analytical approach to evaluating all three survey results. After each cycle, they deliver written summaries that outline key strengths, areas for growth, and recommended development actions, offering expert insight to guide each leader's journey.

Rather than identifying a single start/stop behavior, the leader selects:

- One Creative Competency from the Leadership Circle Profile (LCP) that supports the OBTG with LCP associated questions.
- One Reactive Tendency with LCP associated questions that may interfere with achieving the goal.

During the Pulse period:

The full pulsing of these dimensions ensures measurement validity and reliability.

This allows:

Benchmarking performance against a global norm group.

Assessing development significance through statistical comparison with global standards.