



ZENGER | FOLKMAN

*Bringing science to the art of leadership*

# The Extraordinary Leader™

A strengths-focused lifestyle that brings science to the art of leadership.

## Benefits of a strengths-based approach:



**70%**  
Increased  
Employee  
Engagement



**40%**  
Increased  
Customer  
Satisfaction



**50%**  
Decreased  
Employee  
Turnover

## Great Leadership Starts With Strengths

*Zenger Folkman's approach advances leadership skills by pairing the finest strengths-based assessments with flexible delivery options.*

### Grounded in Research

*The Extraordinary Leader 360 Assessment utilizes globally validated questions to measure effectiveness in the skills that differentiate highly effective leaders. Leaders receive valuable, robust feedback that is benchmarked against global norms.*

### Built on Strengths

Research shows the greatest increases in business outcomes don't happen when focusing on weaknesses, but rather by building upon strengths. Through analysis of their personal feedback, participants discover their sweet spot; a focus for development that leverages their strengths, supports organizational needs, and plays to their passions.

### A Transformative Leadership Lifestyle



By targeting behaviors that have the greatest impact on effectiveness, individuals create strengths-based development plans. Using *The Extraordinary Leader Development Guide*, leaders can implement practices that are intentionally, consistently, and easily integrated into normal workflow.

# A PROVEN FRAMEWORK

for Building Extraordinary Leaders



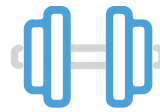
## 1. Define

what extraordinary leaders look like in your organization.



## 2. Measure

your leaders' effectiveness against global norms.



## 3. Develop

their strengths.



## 4. Sustain

development and make it practical and actionable.

Great leaders are not defined by the absence of weakness,  
**but rather by the presence of clear strengths.**

### Deliverables:

- 360-Degree Assessment and personalized feedback report available in 16 languages
- Streamlined researched-based Strength Builder Development Guide
- Expanded focus on development planning
- Modern tools to support ongoing development and learning
- *Pulse Check*—a follow-up assessment to help leaders measure progress
- A global network of consultants, facilitators, coaches, and implementation specialists with the knowledge to ensure your success



### FLEXIBLE FORMATS

In-person Development Experience  
1-on-1 Assessment Coaching/Debrief  
Live Online Development Experience  
Customize a development experience for your organization



### DELIVERY OPTIONS

May be delivered by Zenger Folkman's facilitators and coaches or by certified internal resources



### CERTIFICATION OPTIONS

Certify an internal facilitator to deliver a development experience or provide coaching