



CUSTOMatrix™

## CUSTOMatrix™ Key Leader Assessment

*When it comes to the key leaders who are critical to your business success:*

- ▶ Do they know what they need to optimize business results?
- ▶ How effective are they at developing and implementing breakthrough strategies?
- ▶ Do they have the entire organization aligned in executing the corporate strategy?
- ▶ Have they demonstrated the courage to address critical issues?
- ▶ Can they maintain composure under pressure?
- ▶ Are they motivating and retaining high performers?
- ▶ Have they developed competent managers and key contributors who can step in when needed?

The current economic climate magnifies the importance of key leaders. One key executive or manager can have a tremendous positive impact—or do an incredible amount of damage to the organization.

There are no perfect leaders. It is critical that leaders understand and leverage their strengths, manage their weaknesses and become aware of their blind spots. Most high achievers have a predisposition to compete, control, intimidate, manipulate or avoid. Often, they are unaware of or rationalize their behavior. As a result of these blind spots, they create unintended negative consequences. The combined blind spots of the senior management team drive the creation of a culture with unspoken rules that limit the ability of the organization to challenge its own assumptions and achieve business goals.

CUSTOMatrix™ Executive Coaching Professionals will assist you and your key leaders to specify the area(s) in which they want to create results, measures of success, obstacles and the key actions they need to take.

The initial assessment includes an interview with the key leader, his or her immediate supervisor and selected customers, peers or reports as desired and appropriate. The leader can continue with state-of-the-art personality and communication styles assessments and a 360 degree assessment with in-depth feedback and goal setting. The coach will work with the leader to build a development plan and get buy-in from key stakeholders.

Targeted coaching is available to support the leader in implementing his or her plan.

**For more information, contact:**

**CUSTOMatrix™ Leadership Services**

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