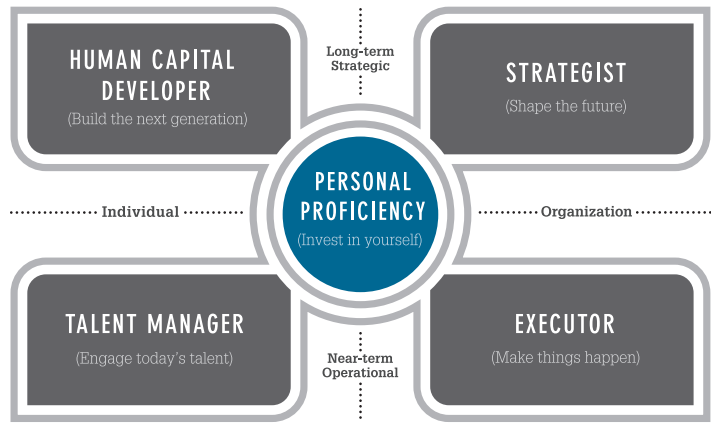


# Leadership Code Assessments



## LEADERSHIP CODE ASSESSMENTS | THE RBL GROUP

All managers aspire to be better leaders—but what are the basics that make a leader effective? The RBL Group has developed a powerful approach for building individual leaders who deliver the right results the right way. We synthesized research over the last twenty years about what effective leaders must be able to do. Our results are published in a groundbreaking book, *The Leadership Code: Five Rules To Lead By*, authored by RBL co-founders Dave Ulrich and Norm Smallwood with Kate Sweetman. We discovered that 60–70% of what leaders must know is common for any leader in all types of organizations. They are the foundational competencies for leadership:



**The RBL Leadership Code** is based on a rigorous analysis of the critical knowledge, skills, and personal attributes that are essential for effective leadership in modern organizations. At the heart of the model is the concept of value creation. The five Leadership Code domains, supported by more than three decades of research, contain competencies found to characterize effective leaders.

Based on this research, the RBL Group has created the Leadership Code Assessments—a validated set of questions that measures performance on both behaviors and, in the case of the 360, outcomes that support sustained personal and organizational performance.

## AT A GLANCE

### Leadership Code Self Assessment

The self-assessment is designed to build understanding of the full range of behaviors of effective leaders and identify new leaders' preferences among the action domains. It includes benchmarks against a global database of leaders' self-ratings and includes a detailed individual report that will help you pinpoint strengths to build upon and weaknesses that may need to be addressed. (Note: the Leadership Code Self Assessment is available in both an online and a paper format.)

### Leadership Code Multi-Rater Assessment

The 360 or 720 assessments provide comprehensive feedback on an individual leader's strengths and weaknesses in the Code basics. The broader perspective gained by including multiple respondent groups (managers, direct reports, peers, customers, and even investors) brings accuracy and depth to the process.

## FOR MORE INFORMATION

For further information about the Leadership Code Assessments, please go to <http://marketplace.rbl.net/> Feel free to call us at **801.616.5600** or email us at **rblmail@rbl.net**

