
LEADERSHIP EFFECTIVENESS ANALYSIS

One of the most revealing and career lifting experiences a senior manager can experience is a professionally run 360° assessment. For such assessments to be positive and productive a number of factors must be satisfied. First, the assessment must be offered to the individual as a developmental opportunity, to be approached with enthusiasm, curiosity and an open mind. Second, the 360° instrument must be relevant and measure behaviours specifically required of a senior executive in a leadership role. It must measure observable behaviours in a way that clearly articulates strengths as well as areas for improvement. Last but not least, the person administering the instrument must be trained and experienced in giving 360° feedback in a manner that supports and encourages personal development.

WayAhead brings together all these essential factors in a package providing maximum value to both the sponsoring corporation and the individual being measured. WayAhead uses one of the most reliable and well proven 360° instruments available today, the **Leadership Effectiveness Analysis 360 (LEA360™)** from Management Research Group. The LEA360 is the result of over thirty years of research into leadership behaviour. MRG have isolated twenty-two behaviours that all effective leaders need in order to positively impact their organizations.

The LEA360 report, together with expert feedback, provides an excellent platform for further, targeted development of the individual, either to lift performance in the current role or prepare him or her for a future more senior role. *The leadership attributes measured are; Creating the Vision, Developing Followership, Implementing The Vision, Following Through, Achieving Results and Team Playing.* These are further broken down into the twenty-two specific leadership behaviours. The LEA360 produces a rich feedback report complete with profiles, narratives, strategic implications, and developmental opportunities.



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The WayAhead LEA360 package comprises the following elements:

- Process management and administration by an MRG certified feedback Coach
- An initial interview with the executive being measured to explain the purpose and structure of the LEA 360
- Set up of a personalized on-line questionnaire for each observer
- A detailed 42 page consolidated report with detailed feedback from the individual's own questionnaire, contrasted with that of direct reports, peers and immediate superior
- An in-depth, two hour developmental feedback session with an accredited Executive Coach
- An 80 page LEA Resource Guide giving tips and action steps to upgrade performance in every area of leadership
- The option to take up further developmental coaching sessions using the LEA360 feedback and Resource Guide as a platform for leadership performance upgrade



To find out more about how Leadership Effectiveness Analysis can upgrade the performance of your top team go to, http://www.mrg.com/products/LEA_360.asp or call WayAhead at **6827 5636**.