



# Leadership Equity Assessment™

## What is Leadership Equity Assessment™?

Leadership Equity Assessment™ forms a precise basis point for a result and task driven leadership and organizational development process, where the development of the managers' skills in handling 13 specific leadership tasks is in focus.

Leadership Equity Assessment™ is based on extensive research. This research shows that managers who create excellent long term business results excel in the 13 LEA leadership competencies, compared to average managers. The 13 leadership tasks all relate to the manager's active role in being responsible for employees' productive working conditions.

Leadership Equity Assessment™ analyses and measures the individual manager, his/her team, as well as and the organization's performance on these 13 key skills – as a whole, department by department, manager by manager, and team by team.

## Unique Value Propositions for Trainers and Managers

- **CERTIFICATION.** Experienced trainers and managers can complete LEA certification in two days.
- **GLOBAL REACH.** Online capability allows for data collection from any where in the world via the internet.
- **WINNING PRESENTATIONS.** All reports are delivered electronically and in user friendly layout and available in multiple languages.

CASE STUDY

**Anritsu, Japan** 

Anritsu is working worldwide in network telecommunication

◆ **SITUATION**  
Anritsu was facing increasing competition in the European market, and was struggling with the speed of implementation in several client projects.

◆ **COURSE OF ACTION**  
Anritsu SA surveyed all their European employees using Leadership Equity Assessment™ to better understand the need for focus and implementation. Based on the LEA results, Anritsu decided to carry out the organizational development process to enhance specific LEA and business results.

◆ **RESULTS**  
Over a 2 year period, the LEA Index score raised from an average baseline score of 46 to a score of 56 - an increase of 22%. The organizational development process was carried out and had a significant impact on both client project implementations along with increased profitability.

## LEA Competitive Benefits for Managers at All Levels and Top Management

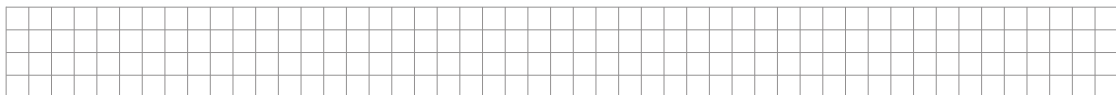
- **PERFORMANCE LINKED.** The LEA tool is based on thorough research linking LEA results directly with business results.
- **ACTIONABLE.** Emphasis is on acquiring immediate usable insight to optimize the leadership efficiency.
- **SIMPLICITY.** The tool is based on only 13 statements, and results are easily accessed in a personal manager report.
- **ORGANIZATIONAL OVERVIEW.** All managers in the organization will be performance evaluated and compared.
- **CREATING FOCUS...** by repeating the survey 4 times over a period of approximately 12-24 months.
- **POSITIVE DEVELOPMENT PRESSURE.** Through departmental and organizational action plans.
- **GOAL ORIENTED DOCUMENTATION.** Reports and guides give complete feedback and information using graphs, charts, and scores.

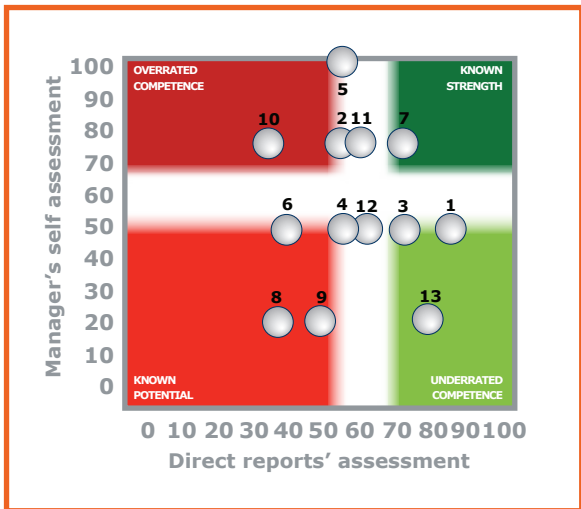
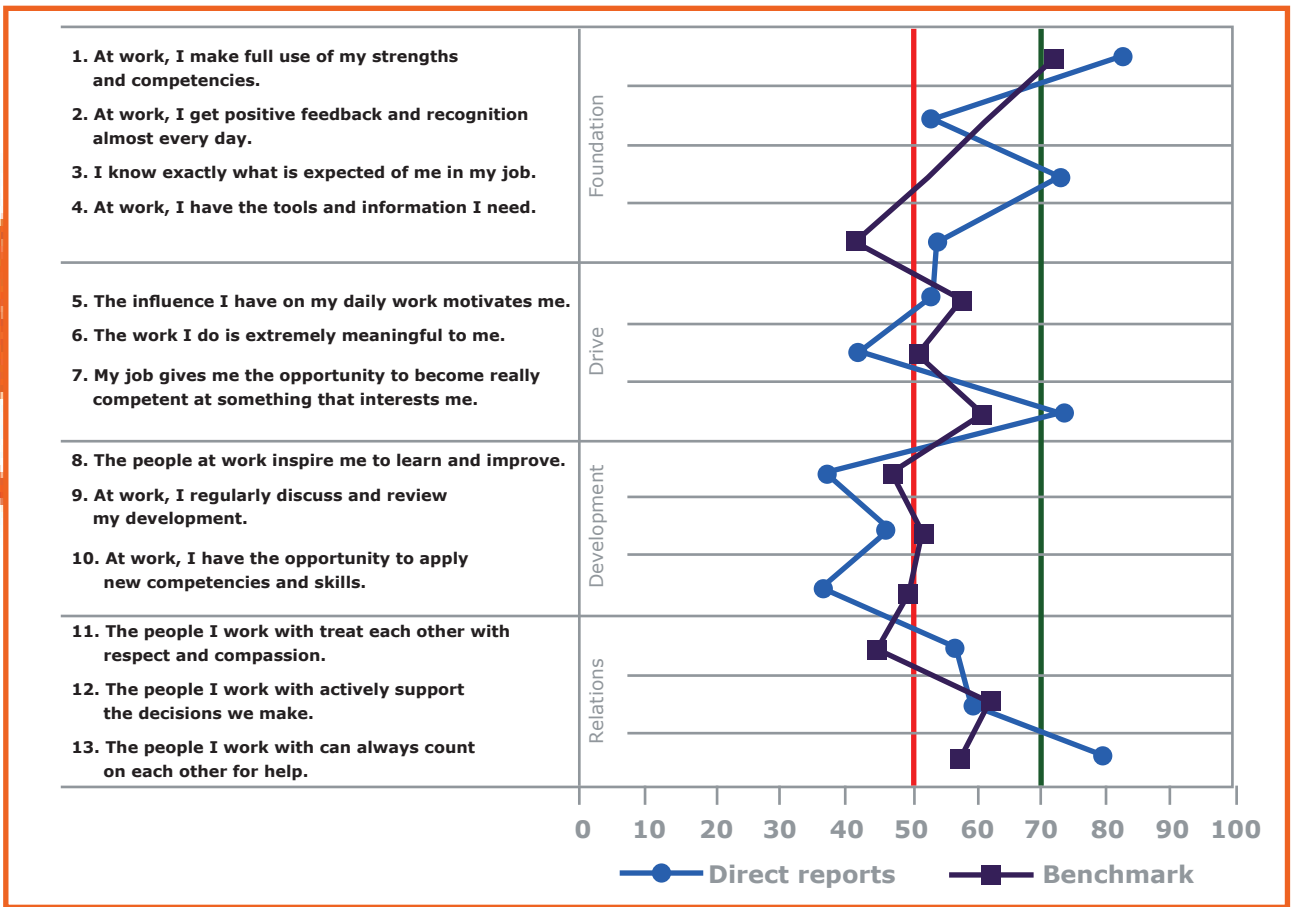


## Credentials

The Leadership Equity Assessment™ is based on extensive research and publications. All authors' work are validated in numerous cultures.

Jakob K. Eskildsen, Daniel H. Pink, Otto Scharmer, Marcus Buckingham, Edgar H. Schein, Jack Welch, Bernard Lievegoed, Donald O. Clifton, Daniel Goleman, John P. Kotter, Lev S. Vygotzsky, Carl Rogers, and others.





ABOUT THE AUTHORS



**Klaus Falkenberg & Bo Lynggaard**  
 Authors of Leadership Equity Assessment™

**Klaus Falkenberg** founded his own consultancy company in 1995 working with training and development of professionals and managers, with process consultation and large group intervention as primary tools. In 2008 he became a partner in Leadership Equity.

**Bo Lynggaard** first served as a junior consultant at an IT company, then advanced to a position as internal development consultant, working with management training and organizational development, ending up as HR director and academy manager. In 2004 he joined a Danish consultancy company, only to start his own a year later, along with the start of Leadership Equity together with Mikkel Nüssler.



For more information about **Persona GLOBAL**®, Inc.'s metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



ABOUT **Persona GLOBAL**®

**Persona GLOBAL**® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL**®, Inc.'s metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,500 certified **Persona GLOBAL**® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona GLOBAL**® Programs include:

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- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
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#### ◆ RESULTS

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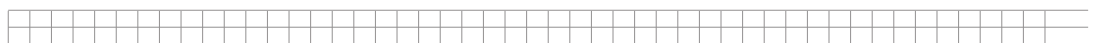
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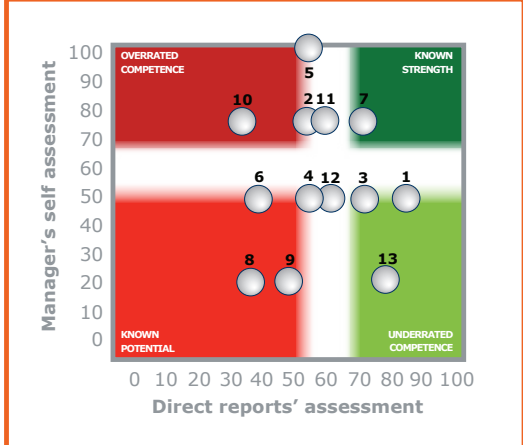
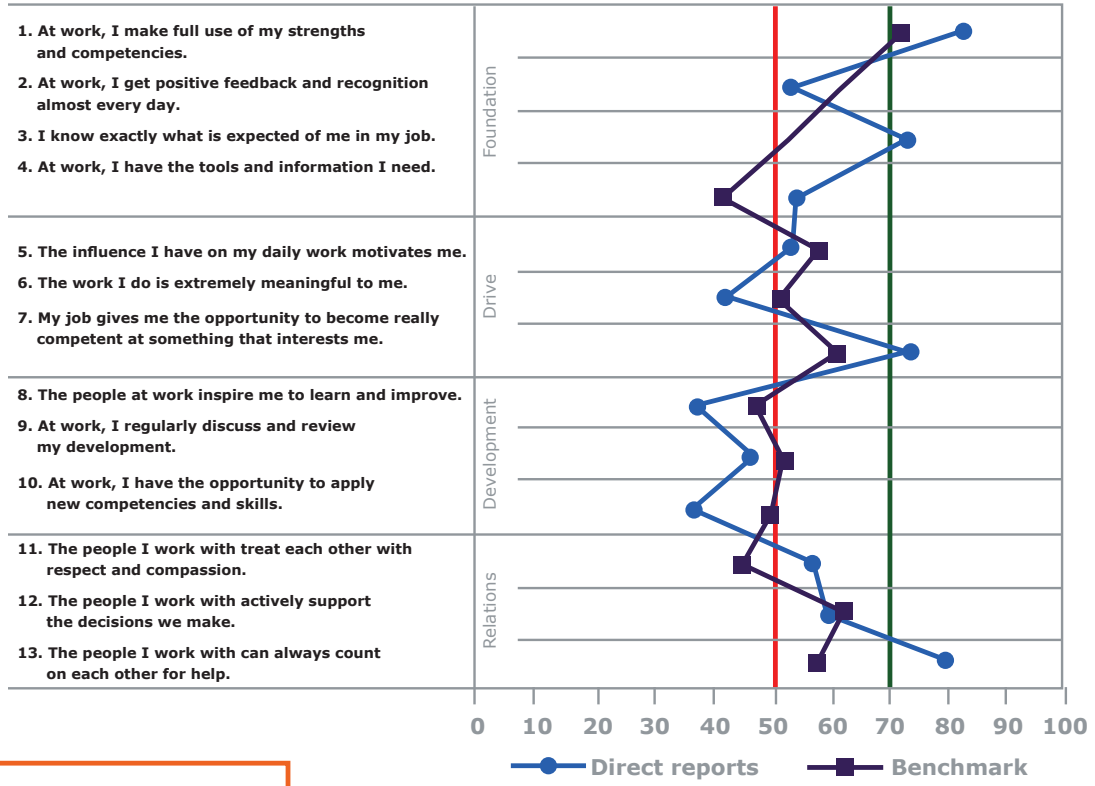


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ABOUT THE AUTHORS



**Mikkel Nüssler, Klaus Falkenberg & Bo Lynggaard**  
 Authors of Leadership Equity Assessment™

**Mikkel Nüssler** began his career as a consultant at a consulting agency developing measurement/assessment tools to evaluate customer, employee, business and management performance. He then founded his own analytical consultancy company. In 2005 he started Leadership Equity together with Bo Lynggaard.

**Klaus Falkenberg** founded his own consultancy company in 1995 working with training and development of professionals and managers, with process consultation and large group intervention as primary tools. In 2008 he became a partner in Leadership Equity.

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