

# The Business Leadership Profile

1. The **Business Leadership Profile (BLP)** gives really **useful feedback** about

## Relational

Attitude



Interpersonal Skills



## Task

The Ability to get Results



The Ability to Sell or Influence



The BLP enables you to make even better **management, supervision** and **training decisions** about yourself; and **existing** and **new staff**.

2. It profiles 36 traits linked to high performance in a business setting. It shows:

What's working ... and what isn't



3. It clearly identifies **coaching targets** and generates practical **recommendations** about what to do next



Business Leadership Profile

## Comprehensive

(BLPC) includes:

- . Questionnaires
- . Charts
- . Confidential 2.5 hour feedback session

## Business Leadership

## Profile Technical (BLPT)

includes:

- . Questionnaires
- . Charts
- . Feedback about the chart to the business owner, manager or HR manager

## The Coaching Experience

Multi Award Winning Profiling and Coaching of Business People

# Business Leadership Profile Report

Current 2009

**PLEASE NOTE**

General indicators *ONLY* of what potentially might be observed in an interview, biodata session or during probationary period. You might encounter some, all or none of the following.

**Date** January 21, 2009

**Name** Bill Smith

**Company**

**Position**

**CONFIDENTIAL - NOT FOR DISTRIBUTION**

**NB: Optimum range 75%**

Attitude	50%	Can indicate negative, critical, immerses in problems, can waste time inspecting problem
Responsive	31%	Can look good in interviews, some people handling issues, indicates delays, tolerating, critical
Proactive	40%	Can give excuses for lack of results, poor perceived locus of control, critical, negative
Straight Forward	30%	Feels unsafe sharing opinions, wants, needs, being direct or truthful, can withhold vital information
Centredness	64%	OK
Team	70%	Good

**NB: Scores that exceed the ±10% deviation range indicate coaching targets**

<b>Chart Average</b>	<b>52%</b>	<i>Communication skills are in Italics and marked with an asterix (*).</i>
Confidence	29%	Can be overly confident, ambitious, arrogant, conceited, high recognition needs
Handling Pressure	25%	Indicates overbearing, domineering, pushy, demanding, rigid, strict
Administration	-12%	Marginal low, can become disorganised under pressure
Fin Mgt	-2%	OK
Focused	-35%	Distracted, poor focus, poor goals, oversights, omissions, errors, mind wandering
<i>*Influencing</i>	<i>-10%</i>	<i>Marginal low, under prepared, tries to fake it then gives up</i>
Consideration	3%	Good, sees people and situations for what they are, doesn't overlook or miss relevant issues
Service	23%	Think they work hard, time wasting, unproductive, must evaluate effort
<i>*Confronting</i>	<i>-10%</i>	<i>Marginal low, avoidant, withdraws, steps back under pressure</i>
Organised	-9%	OK
<i>*Asserting</i>	<i>28%</i>	<i>Aggressive, unbearable, bully, violates boundaries</i>
Implementing	-39%	Suggests under applies, lazy, off task, impractical, discouraged, poor results, poor PM skills
Emotion/Logic	13%	Marginal high, more logical, hardness, misjudges people & their feelings
Satisfaction	8%	Good, happy, clear about the future, feeling good about life, clear goals
<i>*Talking</i>	<i>27%</i>	<i>Time wasting, ear basher, off task, wasting other people's time, people avoid them</i>
<i>*Relating</i>	<i>5%</i>	<i>Good, warm, likeable, appropriate, perceives &amp; acts on signals of acceptance</i>
<i>*Listening</i>	<i>-32%</i>	<i>Doesn't want to listen, heard it all before, won't identify need &amp; link value to others</i>
Deciding	-10%	Marginal low, is indecisive under pressure
<i>*Comm. Skills</i>	<i>5</i>	<i>out of a possible six are out of range</i>

**NB: Optimum for managers 50% / Frontline sales staff 75%**

Sales Attitudes	46%	Ability to influence/sell ideas - managers need 50-60% min., front line sales professionals 85%
Sales Skills	50%	Technical ability - managers need 50% min., front line sales professionals 75%
Sales Aptitude	45%	Composite of other traits that relate to influencing and selling. Looking for scores greater than 70%.

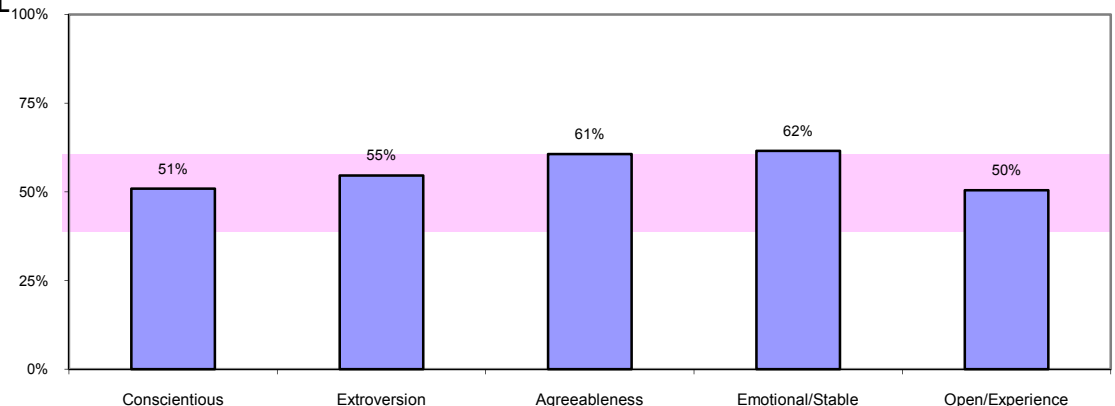
**Involved - 80% optimum for high performance**

Engaged	63%	Marginally low, can hold back, under apply, vulnerable, delays, going through the motions
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**NB: Scores that exceed the ±10% deviation range indicate coaching targets**

Standards	21%	Can feel frustrated, poor project management, doesn't know how to get there, euphoric on goals, evaluate effort
Succeeding	23%	Inflated opinion of achievements, scrutinize results, stick to the facts, evaluate efforts
Self Control	0%	Good, composed, stable, self possessed, responds appropriately, persists, feels in control
<b>*AWARE</b>	<b>48%</b>	Becoming more confused about how life works, uncertain, self doubt, impressionable, lacks clarity
Productive	-13%	Can be lazy, demotivated, off-task, poor PD/KPIs, poor goals or plans
Effective	2%	Good, people handler and team builder, can influence others, direct, handles issues
Leading	17%	Euphoric, no room to improve, 'infallible', dictatorial, no feedback systems
Accepting	2%	Good, balanced perspective, discriminating, positive, direct, asks prudent questions
Caring	21%	Can indicate too tolerant, accepts excuses, puts up with problems, won't act
Disclosing	14%	Exaggerates, gilds the lily, fails to influence, get the facts and stick to the facts.

**FIVE FACTOR MODEL**



Descriptors based on The Five Factor Model of Personality (Costa & McCrae 1994, 1997) and Hogan Personality Inventory (1992).

<b>Conscientious</b>	51%	Indicates well organised, goals in range, productive.
<b>Extroversion</b>	55%	Can develop good relationships, appropriate behaviour and response to people and situations.
<b>Agreeableness</b>	61%	Indicates involved but mature regard for others, assertive, higher self-confidence.
<b>Emotional/Stable</b>	62%	Can generally express emotions and needs appropriately.
<b>Open/Experience</b>	50%	Prudent, flexible but appreciates consistency, structure and routines.

*NOTE: The above comments are a conservative and general guide to a potential spectrum of traits - ranging high or low - that may or may not be observed in the individual feedback session.*

**DISCLAIMER: PLEASE READ CAREFULLY**

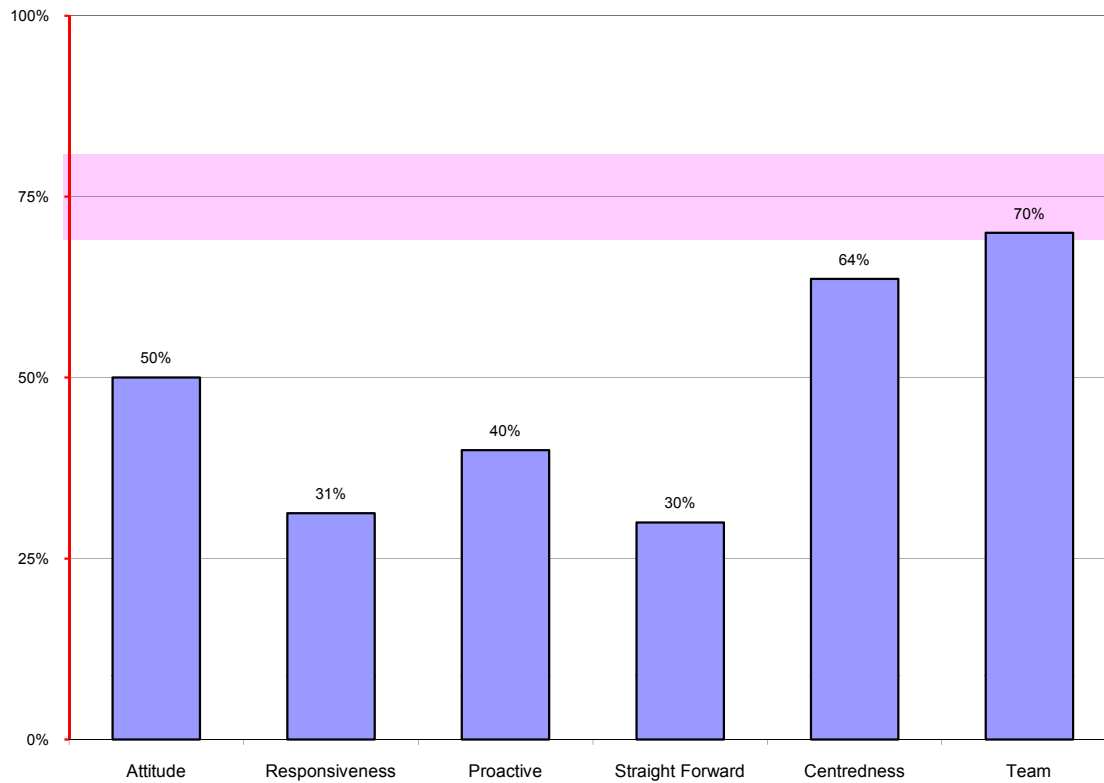
This general report is only used in conjunction with a full individual strategy session.

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- Note: The Coaching Experience will not be held responsible for charts once they are delivered to nominated agent or recipient. Please adhere to YOUR obligations under the Privacy Act; FOI and Data Protection Act.**

# Business Leadership Profile Chart 1

Name **Bill Smith** Date **21/01/2009**



## Range

**90- 100%** - impressive but suggest that the respondent rushed, answered as a 'response set' or misunderstood the questions.

**At or Above 70%** - preferred and indicate characteristics that are currently contributing to your success.

**Below 75%** indicates coaching targets.

## Attitude

Reflects positivity and optimism necessary for ongoing success. Scores lower than 60% suggest a more negative and/or critical attitude.

## Responsive

Reflects how responsive you can be to your awareness of issues. Lower scores suggest the need to take more timely and appropriate action.

## Proactive

Reflects self sufficiency; and the extent to which individuals identify opportunities take personal responsibility and then take action.

## Straight Forward

Reflects how **straight forward** a person **feels** they can be with others. Lower scores reflect a difficulty in being direct or 'telling it like it is'.

NB: This is NOT a measure of truthfulness or honesty.

## Centredness

Reflects **supportiveness** for **self** or **others**. Higher scores suggest others focused orientation; lower scores suggest self-centred orientation.

## Team

89 - 100 Excellent  
 74 - 88 Very Good  
 59 - 73 Good  
 49 - 59 Average  
 30 - 48 Poor  
 <29 Anti Team

# Business Leadership Profile Chart 2

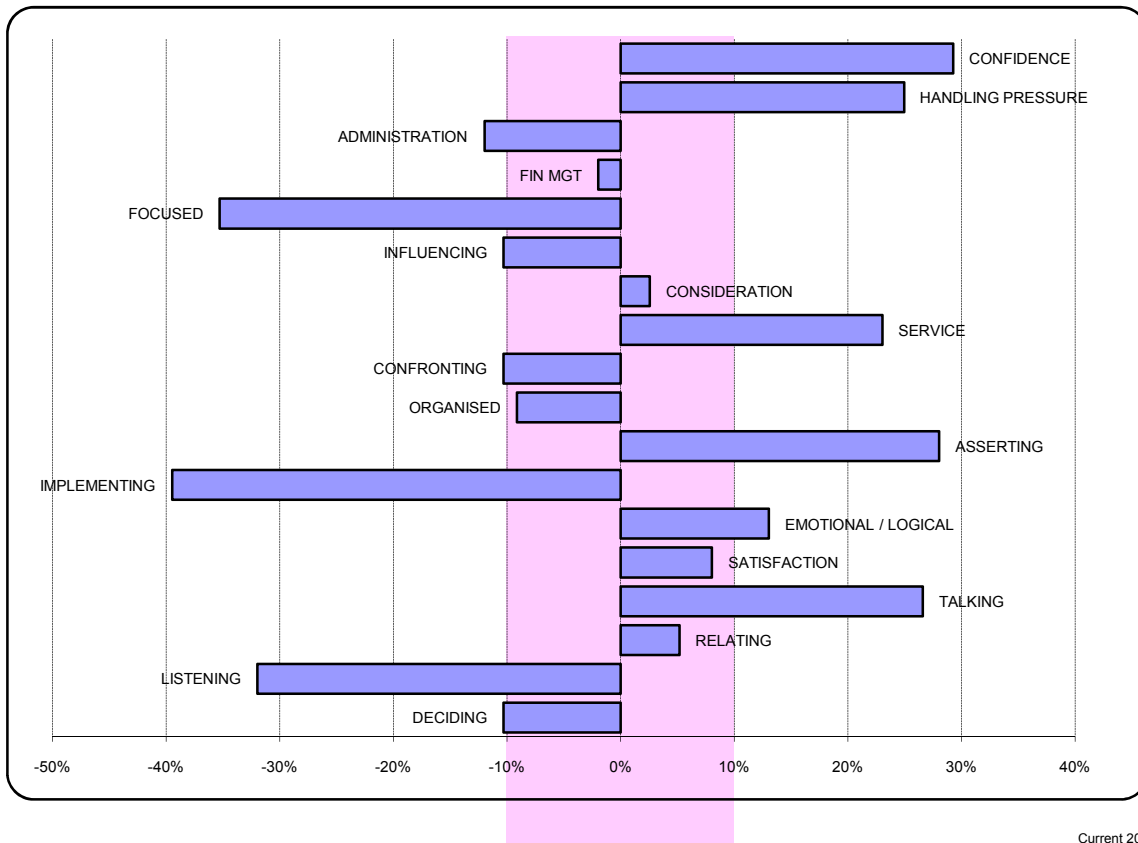
Name **Bill Smith**

Date **21/01/2009**

	Deviation	Actual	★ Category	Trait at a Glance
Cd	29%	81%	CONFIDENCE	Self esteem, confidence
HP	25%	77%	HANDLING PRESSURE	Coping under pressure
Ad	-12%	40%	ADMINISTRATION	Clerical, paperwork
FC	-2%	50%	FIN MGT	Attitudes to money
Fs	-35%	17%	FOCUSED	Paying attention
In	-10%	42%	★ INFLUENCING	Influencing, persuading
Cn	3%	55%	CONSIDERATION	Appreciation of others
Sv	23%	75%	SERVICE	Customer service
Cf	-10%	42%	★ CONFRONTING	Confronting people
Or	-9%	43%	ORGANISED	Efficient, prioritising
As	28%	80%	★ ASSERTING	Directness
Im	-39%	13%	★ IMPLEMENTING	Making things happen
EL	13%	65%	EMOTION/LOGIC	Emotion & logic
Ct	8%	60%	SATISFACTION	Happiness, satisfaction
Tk	27%	79%	★ TALKING	Talking to others
Fr	5%	57%	★ RELATING	Relating and rapport
Ln	-32%	20%	★ LISTENING	Listening to others
Dc	-10%	42%	DECIDING	Making decisions

42%	← 52%	→ 62%
Minus 10	Your Av	Plus 10
★ COMMUNICATION SKILLS <u>5</u> OUT OF RANGE		
6		

<b>46%</b>	SALES CAPABILITY	Ability to 'sell' an idea	Managers 50%	Sales Staff 85%
<b>50%</b>	SALES TECHNIQUES	Technical skills of selling	Managers 50%	Sales Staff 75%

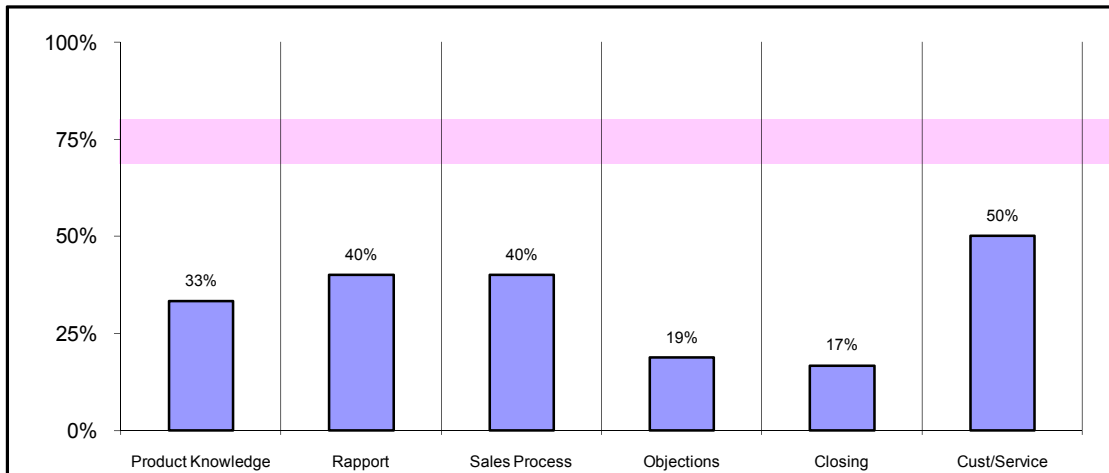
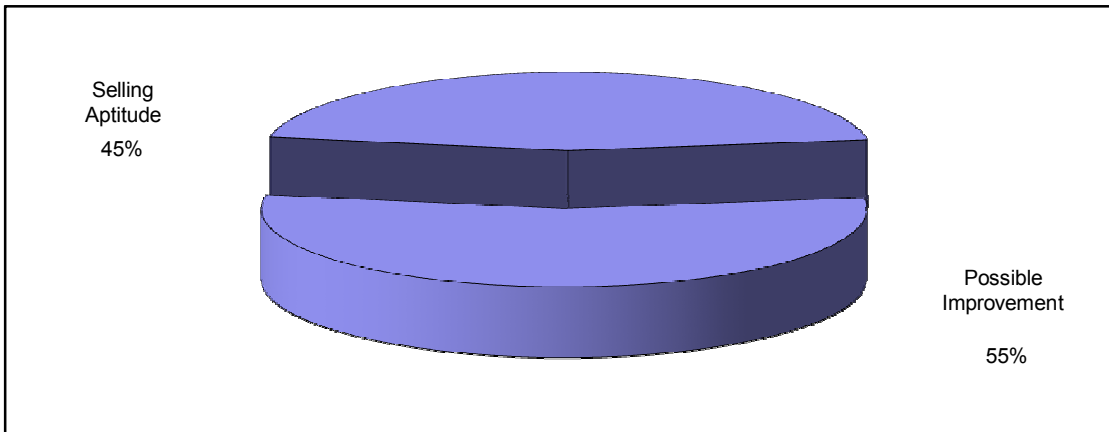


# Business Leadership Profile Chart 3 Sales

Name: **Bill Smith** Date: **21/01/2009**

<b>Sales Capability</b>	46%	Aptitude to influence	Managers 50%	Front line Sales 85%
<b>Sales Techniques</b>	50%	Actual sales theory	Managers 50%	Front line Sales 75%

<b>Sales Aptitude</b>	45%	Reflects front line sales aptitude
<b>Possible Improvement</b>	55%	Lower scores indicate the need for sales coaching

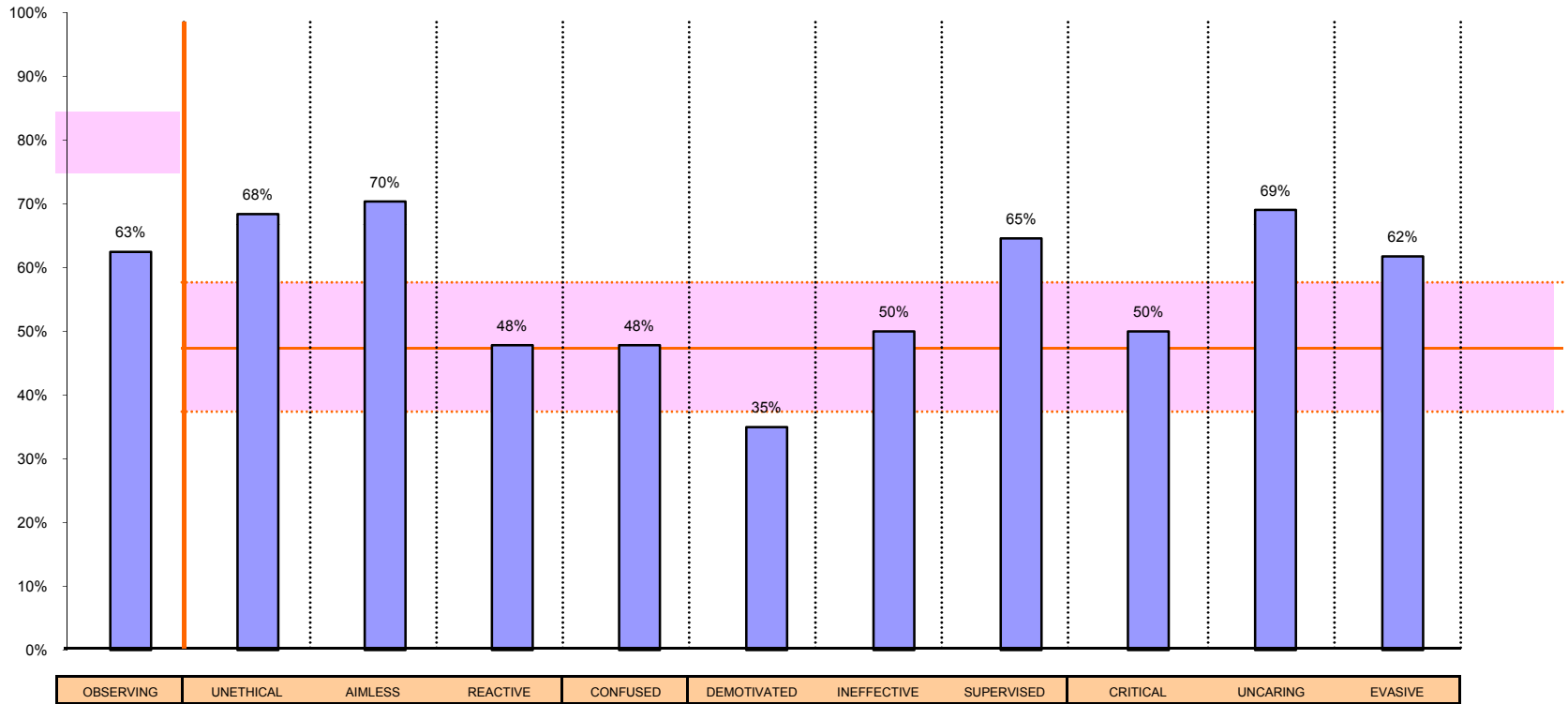


Sales Process	At a Glance
Product Knowledge	Your knowledge of your products/competitors
Preparation for Selling	Sales goals, targets, training, logistics etc.
Profiling and Prospecting Skills	Profiles of your 'most likely to purchase' customers
Lead Generation Skills	How you get your leads
The Sales Process	Your total selling cycle/work flow
Close/Trial Close	Asking for the business
Handling Objections	Responding to typical objections
The Nurturing/Fulfillment Process	Follow up
Handling Sales Reversals	Warranties, guarantees, refunds
Referrals/Repeat Sales	Asking for repeat business

# Business Leadership Inventory Chart 4

Name **Bill Smith** Date **1/03/2007**

Generally	You					At Work			Handling People		
INVOLVED	STANDARDS	SUCCEEDING	SELF CONTROL	AWARE		PRODUCTIVE	EFFECTIVE	LEADING	ACCEPTING	CARING	DISCLOSING



Current 2007

Ideal score on INVOLVED/  
OBSERVER scale is 80% plus.  
Scores rarely fall below 30%.

ALL OTHER CHARACTERISTICS are measured in relationship to the AWARE/CONFUSED score.  
Scores above or below the broken +/- 10% horizontal lines indicate an over or under developed attribute  
and indicate **coaching targets**.