

THE POWER

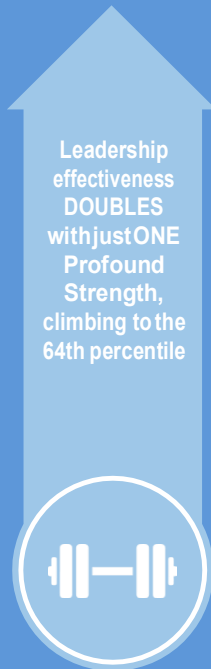
Years of research, 75,000 leaders, and over 1,000,000 evaluations gives Zenger Folkman a stockpile of valuable data on how to make good leaders great!

OF PROFOUND STRENGTHS

BUILDING

KEY STRENGTHS

Profound Strengths are essential to elevating your leadership effectiveness



Leadership effectiveness increased

2X when leaders focused on developing

STRENGTHS
NOT WEAKNESSES

GREAT LEADERS ARE NOT DEFINED BY THE ABSENCE OF WEAKNESS, BUT RATHER BY THE PRESENCE OF A FEW PROFOUND STRENGTHS.

— Jack Zenger

INTRODUCING *THE EXTRAORDINARY LEADER*™ PROGRAM

Our research proves that **Profound Strengths** can not only be developed, but are essential to producing great leaders. *The Extraordinary Leader* Program is a roadmap to turning good leaders into extraordinary leaders, focusing on how to maximize leadership effectiveness and increase leadership strengths while delivering business outcomes. Participants will utilize the valuable feedback received from *The Extraordinary Leader* 360-degree Assessment to create their own personal, strengths-based development plan. To learn more, click the link.

ZENGERFOLKMAN.COM/THE-EXTRAORDINARY-LEADER

BUILDING STRENGTHS THAT MATTER WHERE EXTRAORDINARY RESULTS HAPPEN

