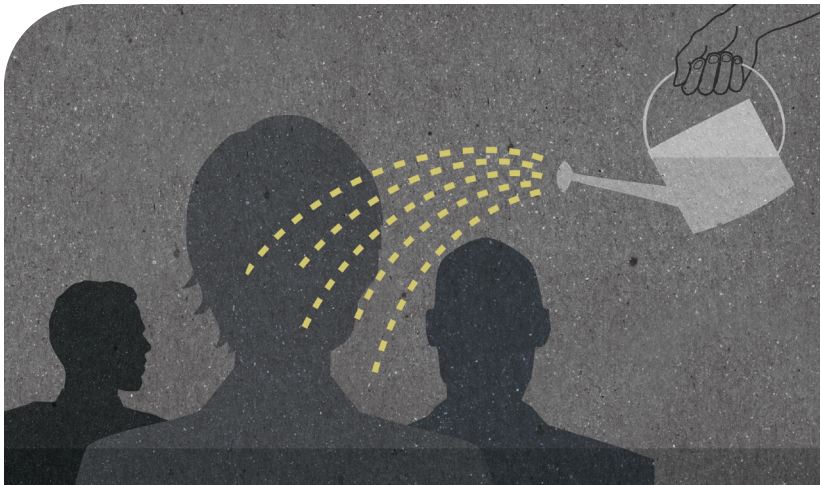


Renew Your Leadership Competency Model



RENEW YOUR MODEL | THE RBL GROUP



Many companies have an embedded leadership competency model that has been a cornerstone of their leadership development efforts for many years. We don't think you should throw it out, but we do advocate that you **renew it**.

The Leadership Code is a synthesis of global research about what effective leaders do regardless of their industry, size, or location. Based on our research, we've had the opportunity to "map" the leadership competency models of many top companies to our Code. Almost all of these competency models needed upgrading.

Typical Results When We Audit Existing Competency Models

- Missing competencies that are crucial to effective leadership
- Competencies that are out of balance:
 - Too many in one area
 - Too few in one area

Our Approach

Let us work with you to determine if your leadership competency framework is comprehensive and balanced:

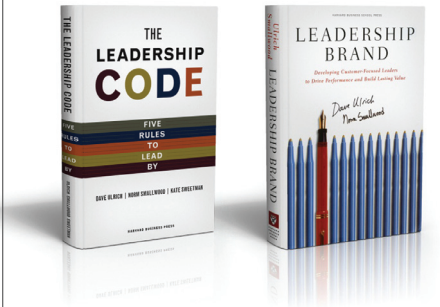
- We conduct an in-depth analysis of your competencies, surveys, and behavioral descriptions.
- We write a report based on our analysis that provides feedback on our findings.
- We make specific recommendations for how you can upgrade your legacy framework, resulting in a renewed leadership competency tool for developing your leaders.

What You Do

- You provide us with your competency model and relevant supporting documentation including 360 surveys and behavioral descriptions.

RBL ON LEADERSHIP

The RBL Group was founded in 2000 with the intention of bringing a greater focus on results to the field of leadership development. Our initial work in Results-Based Leadership led us to further research into additional factors that influenced corporate value but weren't reflected in the "bottom-line." This finding led us to identify what we called an architecture for intangibles as well as several key intangibles that leaders can use as levers to build intangible value in their organizations (How Leaders Build Value). Our concept of leadership brand—then and now—argues for an integration of results and competencies: the best leaders build competencies so that they can deliver results.



FOR MORE INFORMATION

For further information, please go online to <http://marketplace.rbl.net/> Feel free to call us at **801.616.5600** or email us at rblmail@rbl.net with any questions you may have.