

THE **IMPACT**



OF

GREAT LEADERSHIP

Two years of research, 20,000 leaders, and over 200,000 evaluations gave Zenger Folkman a stockpile of valuable data on what makes a good leader **great**. What we found is simple: **great leaders are invaluable to any organization.**

HOW SATISFIED ARE *YOUR* CUSTOMERS?

ORGANIZATIONS WITH
GREAT LEADERS HAVE
2X GREATER
CUSTOMER SATISFACTION

GOOD

**DOES NOT
EQUAL**

GREAT

AND YOUR ORGANIZATION
NEEDS YOU TO BE GREAT!

20% INCREASE IN
EMPLOYEES WILLING TO
"GO THE EXTRA MILE"
WHEN GOOD LEADERS BECOME
GREAT LEADERS

INTRODUCING *THE EXTRAORDINARY LEADER™* PROGRAM

Our research proves that **great leaders** can be developed and that the effectiveness of an organization's leaders has a direct impact on employee productivity and commitment, customer satisfaction, and innovation—all driving profitability. *The Extraordinary Leader* Program will provide a roadmap to increase those results. Participants will utilize candid feedback received from *The Extraordinary Leader* 360-degree Assessment to understand their current level of effectiveness and create their own personal, strengths-based development plan.

ZENGERFOLKMAN.COM/THE-EXTRAORDINARY-LEADER



**GREAT LEADERS
DOUBLE
PROFITS!**



ZENGER | FOLKMAN