



ZENGER | FOLKMAN

Bringing science to the art of leadership

# The Extraordinary Performer™

Build individual strengths by pairing the finest assessments with targeted practices.

## Benefits of a strengths-based approach:



**70%**  
Increased  
Employee  
Engagement



**40%**  
Increased  
Customer  
Satisfaction



**50%**  
Decreased  
Employee  
Turnover

## Magnify Strengths in Every Performer

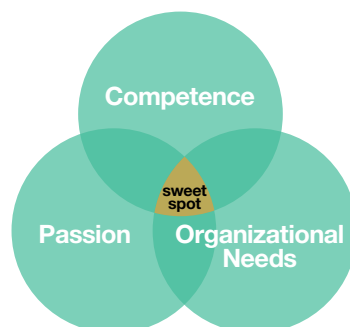
*Zenger Folkman's approach changes the traditional development-planning process to a new, strengths-focused lifestyle that brings science to the art of leadership.*

### Grounded in Research

*The Extraordinary Performer Assessment utilizes globally validated questions to measure effectiveness in the skills that differentiate highly effective individual contributors. Participants receive valuable, robust feedback that is benchmarked against global norms.*

### Built on Strengths

Research shows the greatest increases in business outcomes don't happen when focusing on weaknesses, but rather by building upon strengths. Through analysis of their personal feedback, participants discover their sweet spot; a focus for development that leverages their strengths, supports organizational needs, and plays to their passions.



### A New, Confident Lifestyle

By targeting behaviors that have the greatest impact on effectiveness, individuals create strengths-based development plans. Using *The Extraordinary Performer Development Guide*, individuals can implement practices that are intentionally, consistently, and easily integrated into normal workflow.

# A PROVEN FRAMEWORK

for Building Extraordinary Performers



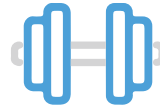
## 1. Define

what extraordinary performers look like in your organization.



## 2. Measure

your performers' effectiveness against global norms.



## 3. Develop

their strengths.



## 4. Sustain

development and make it practical and actionable.

Great leaders are not defined by the absence of weakness,  
**but rather by the presence of clear strengths.**

### Deliverables:

- 360-Degree Assessment and personalized feedback report
- Researched-based strengths building guide
- Tools to support ongoing development and learning
- *Pulse Check*—a follow-up assessment to help performers measure progress
- A global network of consultants, facilitators, coaches, and implementation specialists with the knowledge to ensure your success



### FLEXIBLE FORMATS

In-person Development Experience  
1-on-1 Assessment Coaching/Debrief Live  
Online Development Experience



### DELIVERY OPTIONS

May be delivered by Zenger Folkman's facilitators and coaches or by certified internal resources



### CERTIFICATION OPTIONS

Certify an internal facilitator to deliver a development experience or provide coaching