

Extraordinary You™

BUILDING YOUR SIGNATURE STRENGTHS



Extraordinary You is a strengths-based, online assessment and development experience designed for individual contributors—the people driving your business every day.

It helps employees:

- Understand how their contributions are perceived and valued
- Identify the strengths that will boost their effectiveness
- Build a focused, practical plan for growth

No fluff. No time away from work. Just research-backed insights and actionable feedback that turn vague performance conversations into real development.

**GREAT COMPANIES DEVELOP THEIR LEADERS.
EXTRAORDINARY COMPANIES DEVELOP EVERYONE.**

Backed by 20+ years of research, *Extraordinary You* delivers scalable, affordable growth—improving performance, productivity, and impact at every level.

WHY EXTRAORDINARY YOU™ WORKS...

Where Development Breaks Down

Problem: Vague Feedback

Most employees hear things like “you’re doing great” or “keep it up.”

Problem: Performance Reviews

Focus on evaluation, compensation, —not growth.

Problem: Too Many Priorities

Too many competencies. Too little focus. No real progress.

Problem: Time-Consuming Programs

Most programs require workshops, travel, or hours away from work.

Problem: Overloaded Managers

They don’t have time to coach every employee deeply.

What This Changes

Clear, Actionable Insights

Managers provide input on a focused set of critical behaviors.

Real Development

Participants walk in with data, clarity, and direction, not opinions.

Focus that Drives Results

Participants focus on 1–2 researched strengths that actually improve performance.

Built for Real Work

Self-paced, flexible, and efficient—development happens on the job.

Smarter Support

AI-powered assessment insights highlight what matters most—no heavy lifting required.

It works—because it solves the real problems with development.

Focused. Practical. Scalable. Easy to apply.

WHAT PARTICIPANTS LEARN

Extraordinary You™ focuses on what actually drives exceptional performance.

Participants learn how to:

Build The Strengths That Matter Most

- Understand the six essential skills that our research shows differentiate high-performing individual contributors.

Avoid Career-Derailing Weaknesses

- Recognize how a critical weakness can disproportionately impact performance and effectiveness.

Understand How They're Perceived

- Discover how feedback shapes opportunities and how to actively manage perception.



Align Work to Maximize Impact and Engagement

- Identify **when** their best work happens—and how alignment between strengths, passions, and role drives performance.

Turn Insights Into Action

- Translate feedback into a clear, focused development plan that is realistic, measurable, and supported by their manager.

HOW IT WORKS

Extraordinary You[™] is a self-directed, online experience designed to fit into the flow of work—not disrupt it. →

Program Details:

Format On-demand, online, asynchronous elearning

Duration 2.5 total hours of self-paced content

Delivery Virtual access through Zenger Folkman's assessment portal

Participant Materials

- Career Stages Self-Assessment Report
- *Extraordinary You* Feedback Report
- *Extraordinary You* Key Takeaways Packet
- Access to Continued Development Library
- Manager Support Materials



Research-Based Assessment
Participants and their manager complete a short assessment. (20 min.)



Structured Feedback
Participants receive feedback from their manager. (15 min.)



AI-Powered Report
Participants will review their feedback report with AI-powered insights to help interpret it.



Strengths-Focused Growth Plan
Participants create a personal development plan focused on building 1 skill.



Manager-Supported Development
Managers receive tools and guidance to support ongoing development conversations. →

STRONGER INDIVIDUALS. STRONGER ORGANIZATIONS.

When contributors improve,
organizations improve.

What Participants Gain

Clear insights into how they are perceived.

Understanding of the **strengths** that most improve effectiveness.

A practical, personalized development plan.

Greater confidence in where to focus and how to grow.

More meaningful **development conversations** with their manager.



What Organizations Gain

Improved individual contributor performance.

More effective and consistent manager feedback.

Higher engagement and stronger retention.

Scalable development across the workforce.

A practical, **cost-effective** solution that doesn't disrupt operations.

And while **Extraordinary You™** is not designed as a leadership program, it naturally helps **prepare** employees for greater **responsibility over time**—by strengthening how they **contribute** today.





DESIGNED FOR THE MAJORITY— NOT JUST THE FEW

Don't Take Our Word for It—Look at the Data

Zenger Folkman's **20+ years of global research** has produced a leadership database—fueled by more than two million 360 assessments—revealing the behaviors that separate top-performing leaders from the rest.

Our **unique, strengths-based development approach is proven** to boost performance, engagement, and retention—at scale.



Read Our
Case Studies



Explore Our
Research Insights



Discover
Our Story

TAKE THE NEXT STEP

Extraordinary You™ isn't just development—it's a strategic lever for performance. Bring it to your workforce and build the capability that powers lasting success.

Visit us at zengerfolkman.com.
