



Zenger Folkman Overview

“Extraordinary leaders are distinguished by the existence of strengths, not the absence of weakness.”

WHO WE ARE

Zenger Folkman is a strengths-based leadership development company helping leaders elevate their people and organizations. We focus on leadership because it's the most powerful and direct means to an important end—improved results. Dr. Jack Zenger and Dr. Joe Folkman founded the company utilizing empirical data and behavioral evidence to show us the way.

OUR UNIQUE APPROACH

The products and services we provide have emerged from solid research and data, not merely our experiences and beliefs. Our leadership research is evidence-based and supported by a growing data set of more than 500,000 assessments evaluating the effectiveness of over 50,000 leaders from around the world. From that data has emerged compelling and unique findings that form the foundation of our work to develop extraordinary, high-performing leaders.

Some of the unique research insights that support all of our products and services include:

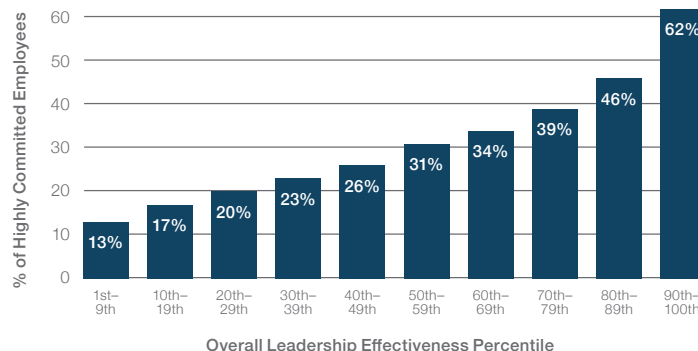
- The most sought-after organizational outcomes, like employee engagement and commitment, are statistically correlated with leader effectiveness
- Just 16 Differentiating Competencies separate the highest-performing leaders from all other leaders
- Exceptional leaders possess profound strengths in just a few of the 16 competencies
- Focusing leadership development on building strengths—rather than fixing weaknesses—is the most effective way to develop extraordinary leaders

The framework of our programs and much of our research rests on our unique multi-rater feedback assessments. Each helps leaders evaluate how they're performing in relevant competency areas and benchmarks their performance against tens of thousands of leaders in hundreds of industries across the world. During a development experience, leaders prepare individual, strengths-focused plans in areas that have the most impact on their performance and their organization's success.

OUR CLIENTS' SUCCESS

Any success we have is rooted in our clients' success. Our globally recognized clients compete and work successfully across a wide range of industries, as well as in education and government agencies. They include organizations such as Wells Fargo Bank, General Mills, Yale University, Boeing, Fidelity, The Gap, Inc., Symantec, Merck, the US Navy, Deloitte, Microsoft, Harvard Business Publishing, and NASA/JPL. Working with these world-class organizations keeps us at the forefront of leadership trends, research, and technologies.

Our success and the value we add to organizations has brought us a significant amount of attention. We've been recognized by TrainingIndustry.com as one of the Top 20 Leadership Companies and ranked by HR.com as the Best In Leadership Development. Dr. Zenger and Dr. Folkman write some of the most widely read blogs in both the Harvard Business Review and Forbes magazine.



Our research and leadership books, including our initial work, *The Extraordinary Leader* (McGraw-Hill, 2009), and our recent best-seller, *How to Be Exceptional: Drive Leadership Success By Magnifying Your Strengths* (McGraw-Hill, 2012), have both been published in multiple languages and appear on top 10 leadership reading lists around the world.

OUR IMPACT

Extraordinary leaders perform measurably better than good and poor leaders when facing a variety of issues challenging organizations today:

Employee engagement: Increased employee engagement and commitment is the fuel that drives productivity and leads directly to improved organizational performance. The best leaders get 3-5 times the number of highly committed employees than poor leaders do.

Inspiring leadership: With more inspired employees, organizations find more success. Our research shows that inspiring leaders have 8 times the level of employee engagement, 3 times more employees who say they're highly committed, and 2 times fewer employees who are thinking about quitting.

Employee retention: Extraordinary leaders see 50 percent less turnover in their teams, resulting in higher levels of customer satisfaction, greater customer loyalty, and increased profitability.

Customer satisfaction and profitability: Organizations with engaged and committed employees have (1) the most highly satisfied customers who (2) demonstrate more customer loyalty, (3) provide repeat sales and positive references, and (4) drive increased profitability. This successful chain begins with employees working in an engaging workplace environment created by extraordinary leaders.

OUR CAPABILITIES

Global reach. Our programs, assessments, and services are delivered through a global network of highly qualified partners. They deliver those offerings in more than 30 countries and in dozens of languages around the world.

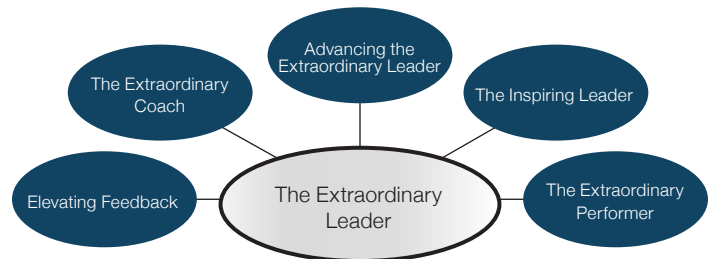
Multiple delivery options. To meet the needs of many organizations, we offer a certification process designed to help them successfully deliver the Zenger Folkman programs on their own. Some clients want customized programs that meet specific needs unique to their cultures and business strategies. We respond to their requests by creating new versions of our standard programs.

The Extraordinary Leader Development System ("ELDS"). We know that developing leaders takes more than having them attend a learning event. In fact, research shows that most learning occurs before and after the event, when participants prepare to learn and then apply what they have learned back on the job.

The ELDS provides learning professionals with supporting tools, processes, and content before and after a leadership development event to help make the learning stick.

OUR PRODUCTS AND SERVICES

Zenger Folkman offers a wide range of leadership-focused products and services to help organizations develop leaders who deliver superior organizational outcomes.



The Extraordinary Leader™ is our ground-breaking, strengths-based development program that's been delivered to more than 50,000 leaders around the world. Utilizing individual 360-assessment data, the workshop provides participants with Zenger Folkman's unique leadership insights, a clear understanding of their current leadership effectiveness, and helps them create practical, usable strategies to become extraordinary leaders.

The Extraordinary Coach™ provides leaders with the coaching framework (FUEL model) and skills they need to hold coaching conversations that will develop those around them. Each participant comes away with an understanding of the impact they can have by developing those they lead, and a personal plan for how to do that more effectively.

Elevating Feedback™ helps leaders understand and build confidence in their ability to deliver feedback. It focuses on how to provide both reinforcing and redirecting feedback, as well as helping leaders develop workplace environments that encourage feedback—even for themselves.

The Inspiring Leader™ provides leaders with the tools to inspire and motivate those around them. These skills are those most highly correlated with high levels of employee engagement and commitment, and are the behaviors most desired by leaders' direct reports.

The Extraordinary Performer™ provides individual contributors with the tools to increase their productivity, develop the ability to lead informally, and improve their overall contribution to the organization.

Advancing the Extraordinary Leader™ helps leaders evaluate the success of their initial development plans, assess their progress, and determine how to continue on the path to becoming an extraordinary leader.

LEARN MORE

For more information about how we can help your organization, please contact us at one of the numbers or addresses below. We look forward to helping you elevate your leadership strengths.