

# Create Awesome Employee Experiences

## Leadership Attraction Profile©

### What kind of workplace experiences do your leaders create?

The most accurate predictor of job performance and commitment is the quality of the relationships your managers foster. It's imperative, then, to focus, laser-like, on the impact your leaders have on your organizational environment. Do they attract people towards performance or do they intentionally or unintentionally repel them away?

The Leadership Attraction Profile is a research-based, multi-rater assessment, based on best practices leadership skills. It incorporates the categories of the Baldrige Leadership Criteria— **what** your leaders do, plus a style and personality assessment based on Transactional Analysis— **why** your leaders are doing it. More recently we updated the LAP based on Align4Profit's research of Aligned Leadership traits using the Delphi Method to share **how** they can lead differently as needed.

### What does the LAP Measure? We group the profile results into 4 areas:

- 1. Leadership Criteria** The areas of leadership effectiveness found in high-performing organizations: Communication, Customer Skills, Networking/Teamwork, Planning, Building and Developing Talent, Performance Leadership, Conflict Management, Managing Change, Visionary Leadership. The profile also identifies overall average in the above criteria.
- 2. Attraction Powers** Accountability, Empathy, Maturity, Engagement, Reflection, and Tenacity. By understanding how leaders express both attraction strengths and repellent weaknesses within their personal interactions, they can choose more appropriate and effective ways to behave. The profile identifies:
  - Primary and secondary Attraction Powers with degrees of use
  - Gaps between how they underuse, overuse, or appropriately use their Attraction Powers
  - Repetitive patterns of attracting and repelling behavior and expression
  - Attitudes, cognition, behavior, and communication habits—Feel. Think. Act. Talk.
- 3. Comparative Analysis** of where they match great leadership to self, manager, team, peers, and others. Comparing results to Aligned Leadership performance and in relation to the norm.
- 4. Development Plans** The results inform Development Plans and help leaders make & share focused commitments with—their team, their manager, peers, and others.



### How exactly do your leaders attract or repel? Find out with two options:

- Take our [Mini-LAP](#), now.
- Request to compete the [360 LAP Assessment](#).