

select
develop
lead

LEADERSHIP FORMULA

Combining self-awareness and executive coaching expertise to help
leaders and their teams reach their full potential



Seldman Learning

Developed by Hogan Assessment
Systems in cooperation with Marty
Seldman, President, Seldman Learning

Executive coaching has long been the gold standard by which other executive development programs have been judged.

BUSINESS CHALLENGE

Despite unparalleled success in improving leader performance, executive coaching remains out of reach for most leaders because of the time and cost involved.

Hogan Assessment Systems has partnered with Seldman Learning, one of the foremost executive coaching firms, to offer a program combining the self-awareness gained through personality assessment with the skill-based training acquired through coaching.

PROGRAM OBJECTIVES

- Build strategic self-awareness
- Identify personal career and performance risks
- Learn and apply the coaching skills needed to accelerate professional development
- Extend the impact of coaching skills to identify, develop, and manage talented team members

Marty Seldman and Rodney Warrenfeltz have combined their decades of executive coaching and assessment expertise to create a new tool in the talent development arsenal. Leadership Formula is a must-have foundational element for any company trying to accelerate its talent development efforts.

- Mike White
CEO
DirecTV

I have introduced Leadership Formula to my team at PepsiCo and the feedback and impact have been outstanding. The course also equips our leaders with the skills to deliver feedback and coaching to their teams. I highly recommend this course as an invaluable development opportunity for individuals and teams.

- Anne Fink
Senior Vice President/GM
PepsiCo Sales

PROGRAM DESIGN

The Leadership Formula is a modular program that can be run as a standalone workshop or as a part of a broader leadership development effort. It can be tailored to specific needs and, since it is based on Hogan inventories, it is an ideal next step for those looking to leverage their assessment results in a development-oriented workshop.

PROGRAM SCHEDULE

PROGRAM DAY 1	PROGRAM DAY 2
<p data-bbox="407 835 594 867">MODULE I</p> <p data-bbox="302 898 703 930"><i>Building Your Self-Awareness</i></p> <p data-bbox="266 968 737 1167">Introduces participants to their assessment results through group activities aimed at increasing their understanding of the inventories and heightening their self-awareness.</p>	<p data-bbox="1013 835 1232 867">MODULE III</p> <p data-bbox="883 905 1362 978"><i>Building A High-Performance Team Through Feedback Coaching</i></p> <p data-bbox="863 1016 1382 1257">Is heavily oriented toward skill acquisition. Participants complete a detailed review of coaching tips that can be used to address leadership derailers and engage in skill-building role plays using the tips.</p>
<p data-bbox="399 1333 602 1365">MODULE II</p> <p data-bbox="261 1392 743 1465"><i>Understanding Your Risks And Sharpening Your Development Plan</i></p> <p data-bbox="241 1503 760 1738">Takes a hard look at leadership derailers and challenges participants to consider the impact of their risks in light of organizational realities. Participants identify development objectives in this module.</p>	<p data-bbox="1016 1333 1229 1365">MODULE IV</p> <p data-bbox="899 1386 1349 1417"><i>Your Role In Talent Management</i></p> <p data-bbox="863 1455 1382 1654">Focuses on talent management. Participants are introduced to a range of techniques for evaluating, discussing, and building talent using many of the skills great executive coaches rely on.</p>

An outstanding solution for leaders looking to leverage their Hogan results to improve personal and team performance.

LEADERSHIP FORMULA ADVANTAGE

- Based on industry-leading assessment tools that provide a comprehensive assessment of leadership characteristics
- Offers participants the opportunity for one-on-one time with an executive coach for review of assessment results and development planning
- Participants, many for the first time, have an opportunity to see how they compare to their peers and how their potential derailers could impact their performance and career aspirations
- Participants learn more than 40 coaching tips that are typically gained through formal executive coaching, and practice using them in hands-on skill building exercises
- Ensures that participants have the techniques necessary for expanding their newly acquired skills to the broader challenges of talent management and team member development

Contact Hogan today to learn more about building stronger leadership in your organization, using the same techniques that have been proven effective by top executive coaches.

800.756.0632 or info@hoganassessments.com