



“How important is your leadership financial style to your company’s success? What are the personal financial traits that make for a world-class business leader, and are they universal? To what extent does your personal financial style influence your company’s financial performance?”

E. Ted Prince
The 3 Financial Styles of Very Successful Leaders

A NEW MODEL FOR SUCCESSFUL LEADERSHIP THROUGH ALIGNMENT WITH FINANCIAL GOALS

There are a number of models for developing successful leadership, but few are like this one. Since 2002 E. Ted Prince and the Perth Leadership Institute have been studying the relationship between executive behavior and corporate performance. As a result, they have identified a correlation between a leader’s perceptions of financial goals and their process for making management decisions.

At the heart of this model is the notion that leaders can be identified by a unique set of innate financial traits. These traits make up their personal “financial signature.” For example, some people are natural “discounters” like Sam Walton of Wal-Mart. While others are like Steve Jobs of Apple, “venture capitalists,” seeking high-risk, high-reward opportunities. One key to leadership success is defining a leader’s financial style by identifying the set of financial traits that inform and influence that individual’s decision making.

WHAT IF . . .

Imagine if you could identify the individual financial signatures that exist within your leadership team? This information could help you build an understanding of how to use those various signatures to positively affect the financial performance of your organization.

Our Financial Acumen Assessments can help you do just that. They can help you uncover the behaviors and traits that are keeping your organization from achieving the financial results you desire. Through the series of assessments we offer, business leaders can begin to identify and understand how the behavior of their team members affects the financial performance of the company. In addition, these assessment tools can provide direction for how to modify those behaviors to improve the bottom line.

PERTH LEADERSHIP INSTITUTE™ CERTIFIED CONSULTANTS

Several of our Sequent Consultants are also Perth Certified Consultants. These Sequent professionals are highly trained to determine the affect of particular financial traits on the financial performance of your organization.

PERTH LEADERSHIP INSTITUTE™ ASSESSMENTS AND PROGRAMS

As Perth Certified Consultants, we have access to a broad suite of proprietary Perth Leadership Institute assessment tools:

- The Financial Outcome Assessment (FOA)
- The Executive Outcome Assessment (EXOA)
- The Corporate Financial Outcome Assessment (CFOA)
- Team Financial Performance Improvement Program
- Individual Financial Performance Improvement Program

THE OUTCOMES

A Financial Assessment will arm you with information about the financial traits that you and your leadership team possess which you can then use for:

- Showing how your leadership team members align with the corporate values of the organization
- Identifying the unique financial traits, or signature, that are innate in each member of your team
- Identifying the gaps between executive behavior and financial performance opportunities
- Assessing the predictability of an individual's ability to achieve financial performance results
- Benchmarking your results against best practices
- Developing a personalized plan for each individual that identifies how each individual can apply their unique financial signature in a way that will benefit the company

OUR APPROACH

Our assessment approach includes a proven methodology for helping companies assess their current processes against their future needs. We incorporate the best practices we have deployed with our clients to create a custom plan for you.

The process we use includes three-phases: **Discover**, **Develop** and **Deploy**. In our **Discover** phase we survey, assess and understand your goals. Then we **develop** a customized plan to help prioritize what to do in order to achieve your goals. Finally we show you how we can work with you to help **deploy** and implement the plan throughout your organization.

