

Return On Character® (ROC) Elevation Experience

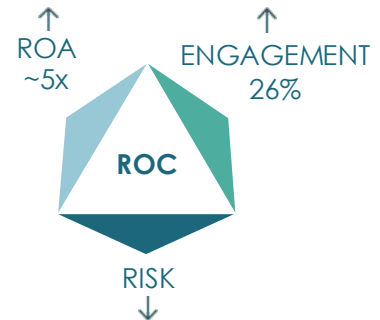


Return On Character® Individual Leader Assessment

WHAT IT IS

The Return on Character® (ROC) Assessment is designed to assess and unlock executives' most powerful asset, Leadership Character, which can either supercharge or undermine their ability to successfully execute critical business skills.

It is based on KRW's ground-breaking research detailed in [Return on Character](#) (Harvard Business Review Press), which found that organizations led by High Character leaders experience an astonishing **~5x greater return on assets (ROA)**, **26% higher work-force engagement**, and **notably less risk** as compared to organizations led by self-focused leaders.

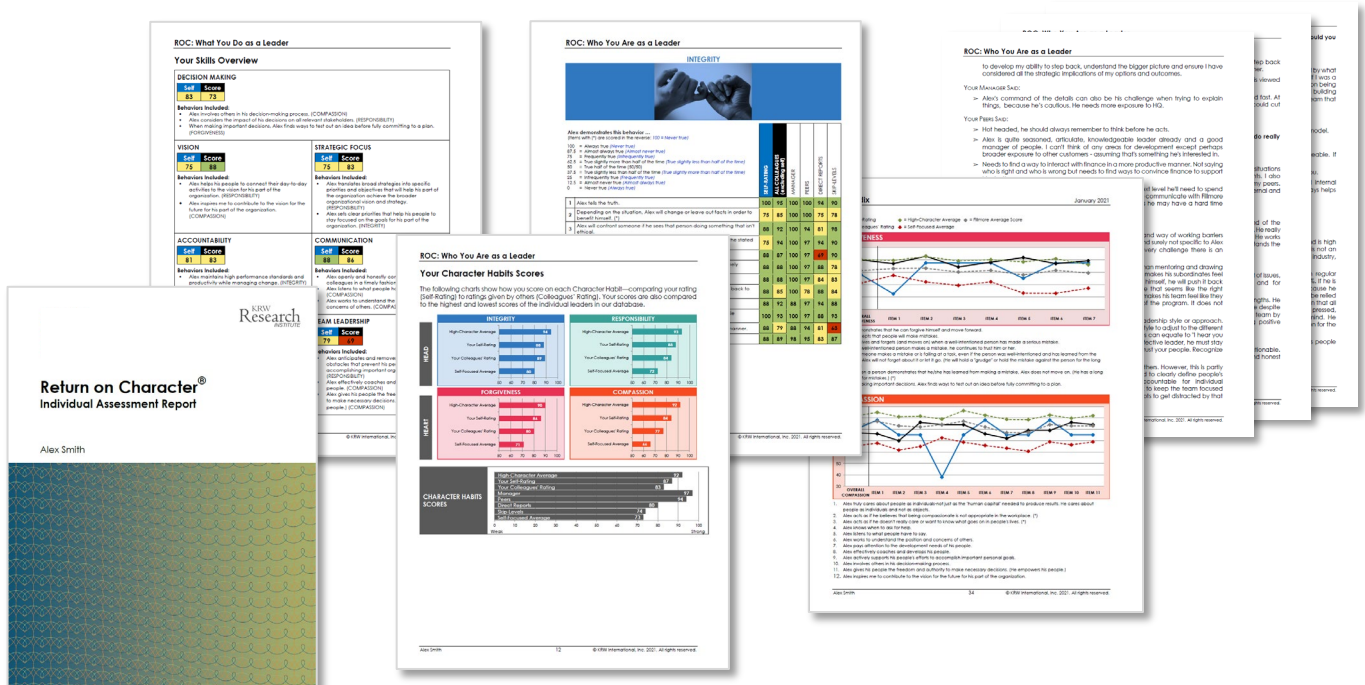


WHAT IT MEASURES

Character (Who You Are): The essential habits of Leadership Character that drive the most value in business: Integrity, Responsibility, Forgiveness, and Compassion.

Skills (What You Do): The leadership skills that have higher impact on maintaining sustained positive business results: Decision Making, Vision and Strategic Focus, Accountability, Communication, Collaboration, and Team Leadership.

Impact (Your Impact on Engagement): Five key behaviors that are indicative of impact on organizational systems and lead to high workforce engagement.

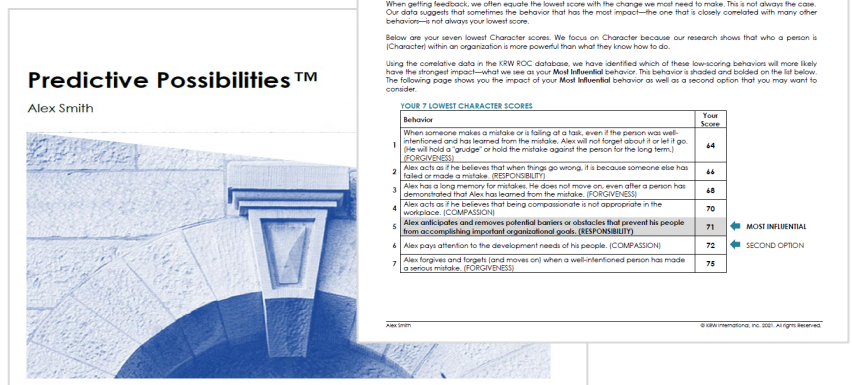
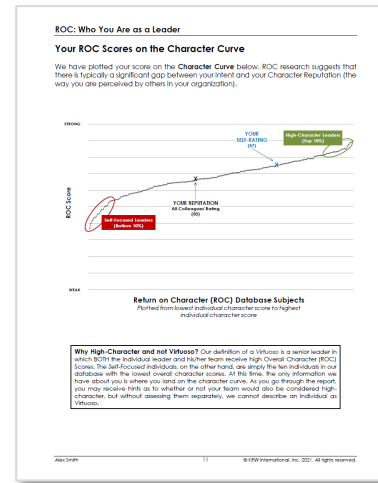


HOW IT WORKS

Leaders invite feedback from relevant stakeholders: managers, peers, direct reports, internal clients, etc., and receive their data in a personalized Insight Session with a certified ROC coach.

All results are **benchmarked against our global database** of leaders from a broad range of profit and not-for-profit sectors, helping leaders learn how they compare to others and gain clarity about the potential gap between their intent (self-ratings) and their reputation (colleagues' ratings).

Leaders receive their **Predictive Possibilities®** report, and in consultation with their coach identify their Keystone Habit so they can focus on one thing that will have the greatest impact.



WHY IT'S DIFFERENT FROM OTHER 360s

We leverage keystones to get you where you want to be, faster.

KRW's predictive analytics leverages the principle from neuroscience that sometimes a habit can spark a chain reaction of other good habits and behaviors that bring indirect benefits beyond the expected ones. This more powerful habit is known as a **Keystone Habit**.

Our **Predictive Possibilities®** tool identifies the one or two most powerful behaviors from the assessment data that will not only have the greatest impact on improving performance but also bring other desirable benefits along for the ride—meaning as you improve one habit, other habits and skills will improve at the same time with very little extra effort.

	Launched Assessment & tools to manage your own development	Guided Guided support through development journey to ensure traction	In-Depth Comprehensive coaching for operating in complex environments
Personal elevation coach	✓	✓	✓
Personal qualitative and quantitative success metrics	✓	✓	✓
ROC 360+ survey* with colleagues and peers, family and friends	3 rater groups	Up to 5 rater groups	Up to 7 rater groups
Benchmarked data on leadership strengths, opportunities & impact	✓	✓	✓
1:1 coaching to receive and integrate feedback (Insight Session)	~half day	~ 1 day	~1.5 days
1:1 coaching to consolidate themes and implications from data	✓	✓	✓
Personalized Predictive Possibilities® report identifying Keystone Habits for elevation	✓	✓	✓
Personalized Habit Loop for implementing Elevation Plan	✓	✓	✓
1:1 coaching for crafting leadership vision & Elevation Plan	✓	✓	✓
Elevation alignment meeting with client, coach, and sponsor	✓	✓	✓
Unlimited email/text access to elevation coach		✓	✓
Work style assessments		✓	✓
Unlimited phone access to elevation coach			✓
1:1 ongoing coaching sessions around Keystone Habit implementation		6	12
Mid-point and end-point sponsor meetings			✓
Reassessment or pulse check		✓	✓
Duration	3 mos	6 mos	12 mos
	\$22,750	\$29,750	\$49,750