

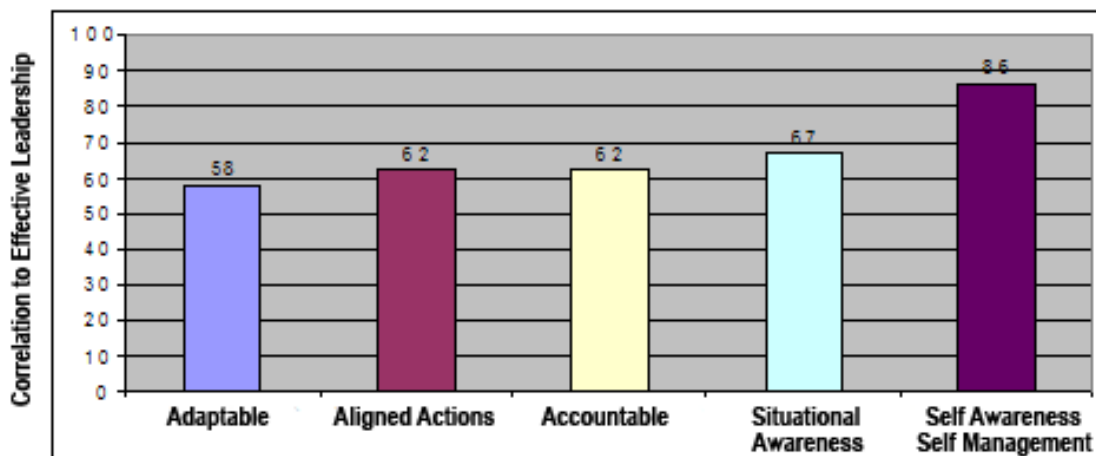
Self-Awareness and Self-Management: More important than you might think for effective leadership

In a recent study, Farr Associates has shown the remarkable correlation between self-awareness and effective leadership. In addition, the study reveals that other leadership attributes, traditionally viewed as essential, do not have as great an impact on overall leadership effectiveness as you may have thought.

In a study of 435 executives who attended Farr’s Mastering Leadership Dynamics program, we analyzed over 5,000 responses from the Conscious Leadership 360° that each leader completed and submitted before and six months after their five-day leadership program at Farr. The results are remarkable.

Looking at attributes that many thought were key indicators to leadership effectiveness, we discovered that it is, in fact, Self-Awareness and Self-Management that has the greatest correlation with leaders who are seen as consistently producing superior results, promoting high levels of teamwork, and as the kind of leader others should aspire to become. Below are the surprising findings:

Correlation of Leadership Attributes to Leadership Effectiveness



Clearly, these results show that attributes such as accountability and adaptability are indeed important skills for leaders and managers to have, but they do not tie as strongly to being seen as a highly effective leader as Self-Awareness and Self-Management. Nor do they hit your bottom line as much as the following Farr study indicates.

Bottom-line Correlation to Self-Awareness

In a separate study, 317 Farr Leadership Graduates from a \$160 billion financial company were compared to a matched data set of their peers who had not yet attended Farr. The study looked back over five years of employment data and found remarkable results.

Those Leadership Graduates who had participated in Farr's Mastering Leadership Dynamics program, which focuses on self-awareness and self-management, were promoted 2.7 times faster than their peers. In addition, they had a 31% higher retention rate. This translated to a \$13.2 MM savings in retention costs.

So, as you consider your leadership development needs, consider what has the greatest impact on producing superior leadership results and promoting high levels of teamwork. We believe that when you see what really impacts leadership effectiveness the choice is clear. Conscious leadership, which focuses on developing self-awareness and self-management skills, can create the greatest business impact for your leadership development dollar.

View this short video to see what is behind [Conscious Leadership](#), or call us today to learn more. 336-812-8050.

**Leadership
Development
Impact Study**

2.7 X

Faster Promotions

31%

Higher Retention Rate

\$13.2 MM

in Attrition Savings

Appendix:

Definitions:

Leadership effectiveness defined as: consistently produces superior results, promotes high levels of teamwork and is the kind of leader others should aspire to become.

Adaptability defined as: responds effectively to change, responds to constructive feedback by making appropriate changes, shows an ability to adjust leadership strategy to achieve optimal outcomes, attempts to create a conducive work environment for growth and learning and can make "mid-course" corrections in plans and actions as warranted by new information.

Alignment –Leaders ensure that their decisions and subsequent actions will be consistent with the mission of their team and in synchrony with the values, purpose, and mission of the organization.

Accountability defined as: takes full responsibility for the impact his/her actions create, does not blame others or look for excuses when things go wrong, is fully accountable for how team performs, accepts constructive feedback with a positive attitude and mindset of self-improvement and seeks solutions to problems as opposed to finding blame.

Situational awareness defined as: able to adjust his/her leadership strategy in order to achieve optimal outcomes for the specific situation at hand, can convey a sense of urgency to team without being overbearing, utilizes diverse approaches and strategies in order to best respond to varied situations, provides team with effective encouragement when needed and reviews how a situation was handled that had a negative outcome in order to increase future personal effectiveness.

Self-awareness/self-management defined as: shows emotional composure even under stress or when personally challenged, seeks to understand other's thoughts and ideas by being a good listener, and does not let personal fear, anger, anxiety or other negative emotions interfere with his/her leadership effectiveness.