



Leadership Orientation Questionnaire

Leveraging what we enjoy doing

When identifying talented leaders of tomorrow, a person's preference towards leadership is an important factor. On the whole we are good at what we do, if our personality suits a particular role. Some enjoy leading, others prefer to become experts in a particular discipline. To help individuals and organisations identify the best fit between personality and critical roles, CHPD has developed an online, self-report questionnaire called the Leadership Orientation Questionnaire (LOQ).

The LOQ is based on the 'big five' model of personality, which in broad terms consists of extroversion, openness, agreeableness, conscientiousness and neuroticism. The questionnaire measures 28 dimensions that have been positively correlated with leadership performance at work. The foundation of the LOQ was our three-year research study with London Business School and a number of major blue-chip companies.

Benefits of completing the Leadership Orientation Questionnaire

The LOQ is specifically designed to measure inclination towards leadership, which:

- Ensures leader appointments are right, both for the organisation and the individual
- Makes career management and succession planning much more effective
- Gives detailed individual insights to enable greater self-awareness, which can lead to faster and more appropriate development
- Enables the creation of stronger and more effective teams, by demonstrating how different preferences contribute to the organisation as a whole

How it works

- The participant is sent an online link and completes the questionnaire
- It takes around 45 minutes to complete 189 questions
- The participant receives the LOQ report (example opposite)
- The participant can also request a one-hour feedback discussion with one of our consultants

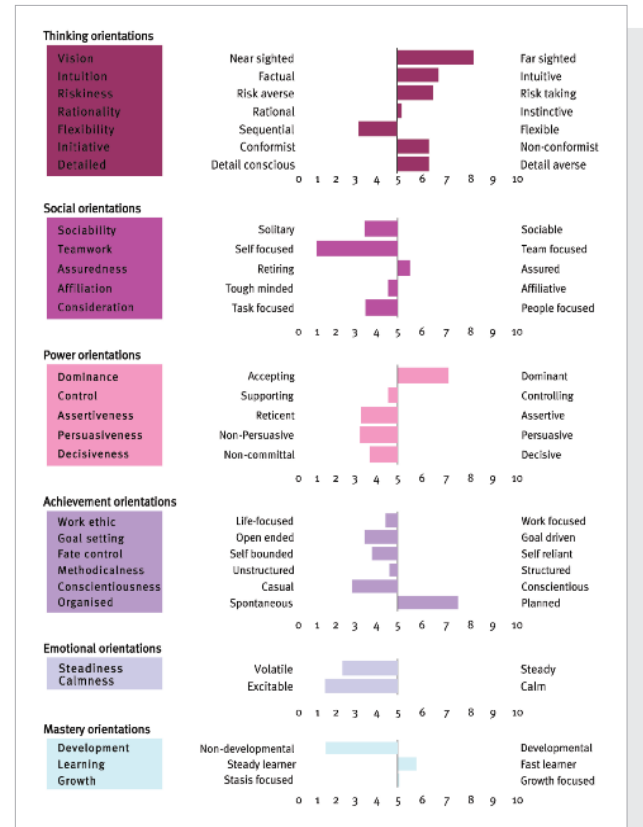
Comments

“Finding out about my preferences for leadership has meant that I feel much more confident about taking a leadership role.”

IT manager, media company

“I'd always wondered why I'd never felt comfortable leading others. Now I know why, I can do something about it.”

Accountant, pharma company



An example of one page from the LOQ report each participant receives

Further information

Understanding preference for leadership is critical to getting the right fit between your people and the roles that they do.

We offer a range of leadership assessment tools to do this from leadership development centres through to our situational judgement test, Sention™.

As your leadership partner, we can work with you to measure and benchmark the performance of your people. We have a comprehensive portfolio of over 30 leadership and training courses.

To read more about our work in leadership assessment, talent management and team development, visit our website www.chpd.com/ourservices/leadershipassessment or email us at info@chpd.com.