



Leadership styles

The right leader at the right time

Having a desire to be a leader is not the same as having the capability to be a good leader. To help individuals and organisations identify the best fit between personality and a particular leadership position, CHPD has developed a methodology that distinguishes between four leadership styles: the business leader, the crisis manager, the team strategist and the entrepreneur.

The leadership styles are identified following completion of CHPD's Leadership Orientation Questionnaire (LOQ) and an online career value questionnaire. The leadership styles were established following our three-year study with London Business School and a number of major, blue-chip companies in which personality traits could be positively correlated with leadership performance at work.

Benefits of knowing a person's leadership styles

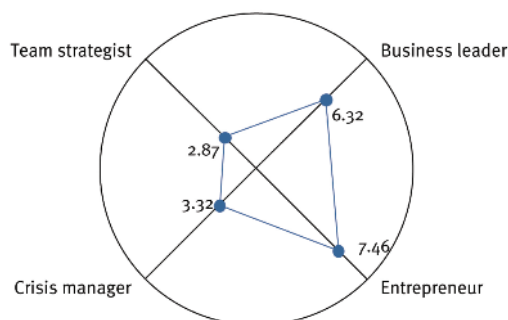
'Right first time' selection of people for leadership roles – Our leadership styles assessment enables you to match the right personality to the needs of the job, for example:

- Need to assume profit and loss responsibility, choose a business leader
- Need to control a crisis, choose a crisis manager
- Need to integrate new teams, choose a team strategist
- Need to come up with new ideas, choose an entrepreneur

Team effectiveness – once you know the leadership styles of your people, you can create an effective and balanced team. In particular, each top team should have all four leadership styles represented so that they are equipped to deal with any situation.

How it works

- The participant is sent an online link to complete the LOQ and career value questionnaire
- It takes about an hour to complete both
- The participant receives a report
- The participant can request a one-hour feedback discussion with one of our consultants



An example of the leadership style graph that the participant receives as part of their feedback

Comments

“ Being aware of my preferred style as a team strategist I am using it consciously to promote best practice and integrate new thinking cross-functions. ”

HR director, pharma company

“ Now I understand why I excel under pressure, but find it difficult to get to grips with the long term. ”

Marketing manager, retail company

“ No wonder we find little innovation within our company, our people's preferred style is not innovative. At last some information we can act on. ”

Senior management team, public sector organisation

“ Now I understand that there isn't just one type of successful leader and no one right way to lead. This will really help me build much more effective teams. ”

Managing director, professional services consultancy

Further information

Leadership should never be one size fits all. Helping your people understand their preference and capacity for leadership will be critical for their performance and development.

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 or email us at info@chpd.com.