

# Find potential with more precision.



## It's not about where your people are today—it's about how far they can go—and how fast.

Strong leadership talent is in high demand, with 58% of organizations reporting a significant shortage of leaders for key positions\*. The problem is made worse by 40% of high-potential promotions ending in failure—very likely due to incorrect identification of potential. Research shows that only 30% of high performers are also high potentials, with the remaining 70% having what it takes to succeed in their current role, but lacking at least one critical component necessary for future success in a more challenging and senior position\*\*.

## Our solution.

Korn Ferry's Potential solution solves these challenges by leveraging decades of Korn Ferry research to help you identify those employees with the potential to successfully take on a more challenging role in the future.

It enables you to assess participants objectively and accurately against what we know to be the main measures of leadership potential—leadership traits, drivers, and experiences—plus derailment risks. It then translates this into actionable insight you can use to address development gaps and make the right decisions about where and how to invest for the future.

## Benefits

- Quickly and accurately identify individuals with high leadership potential using a standardized, scientific and data-driven assessment approach.
- Gain depth of reporting to provide individuals with insights on their ability to ascend to higher leadership roles, and development gaps to be addressed.
- Improve return on development spend by investing in the right high potentials.
- Future-proof your organization with a robust pipeline of leadership talent.

\* PwC (2013) 16th Annual Global CEO Survey

\*\* Harvard Business Review (2010) How to Keep Your Top Talent.



## What is potential?

The capacity and interest to develop the qualities required for effective performance in significantly more challenging **leadership** roles.

## Why does it matter?

- When advancing to leadership positions of greater responsibility, leadership roles increase in their challenge, breadth, and complexity. As leaders advance, they must reallocate their focus so that they can help others to perform effectively. They must learn to value the work of leadership and believe that making time for others, planning, coordinating, and coaching are imperative in their new responsibility.
- These leadership attributes do not simply spring into existence when a person is promoted into leadership; they manifest and grow over the course of a career. So how early can it be discerned who has what it takes to lead at the highest levels?

## What are the assessment outputs?

Assessment reports provide deep, valuable insights about an individual and require trained interpretation.

### Participant Potential Report

This includes insights divided into six key areas: leadership traits; learning agility; drivers; experience; derailment risks; expanding potential.

These insights provide both the organization with a realistic and nuanced view of individuals, and value to the participant in the form of key development areas and development tips for the participant.

### Talent Grid Export

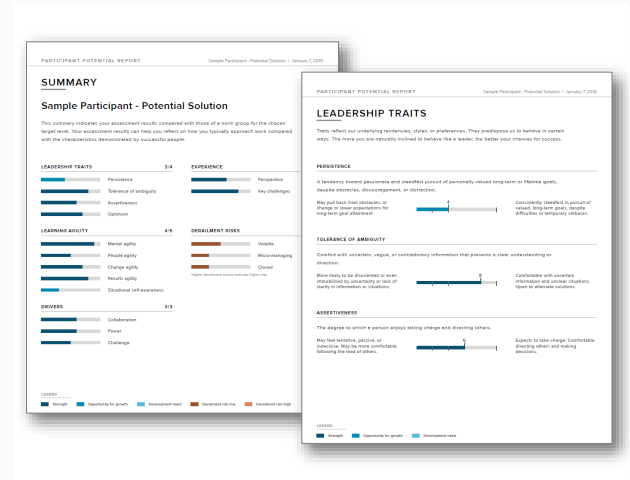
This is a stack rank export of all the insights for each participant in the cohort. Enabling quick data analysis and comparisons of participants.

### Risk Factors Report

A high score on a risk factor provides an early indicator that proactive development may be helpful to avoid these areas stalling the individual's progression. This optional report gives a deeper view into our full set of derailment risks, beyond the three included in the Potential report.

*For more information, contact your local Korn Ferry representative or visit our website.*

## Participant Potential Report



## Risk Factors Report



### About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help clients synchronize strategy and talent to drive superior performance. We work with organizations to design their structures, roles, and responsibilities. We help them hire the right people to bring their strategy to life. And we advise them on how to reward, develop, and motivate their people.