

#1 Second Freedom - Measure

1. What is Second Freedom – Measure

It is our unique approach to providing quantitative and qualitative measurements of a leader's effectiveness to lead in a Volatile, Uncertain, Complex and Ambiguous world.

2. Why do we offer it?

We know how busy leaders are doing their job, and this busy-ness makes it difficult for them to prioritize their own learning and growth. This is made even more difficult because there is so much out there to read, listen to and learn about when it comes to leadership development. We simplify leadership development on the front end by putting leaders through a comprehensive 3D Diagnostic that quantitatively measures their leadership effectiveness and provides a roadmap of learning that will turbocharge their leadership in a VUCA world. This process is similar to the coaching work I used to do with high-performance athletes. Every engagement would begin with a battery of athletic tests to measure the athlete's abilities in key areas such as swim stroke efficiency, pedaling wattage on the bike, and anaerobic heart rate threshold on the run. From this data, I was able to design pinpoint accurate coaching plans tailored to the specific needs of the athlete. In SF Measure, we do the same thing...only this time it is measuring leadership skills instead of athletic abilities.

3. What happens during SF-Measure? You will

- ▶ Have bi-weekly calls with a coach to talk about your leadership context and challenges
- ▶ Go through the 3D diagnostic to quantitatively measure your leadership effectiveness
- ▶ Receive a Leadership Effectiveness Report with specific scores that are correlated with business performance
- ▶ Go through a comprehensive debrief call with one of our coaches to look at the findings and recommendations

4. What are your take-aways?

- ▶ New insights on key challenges you are facing as a leader
- ▶ Leadership Effectiveness Report with scores in four areas: Overall Awareness, Aware of Self, Aware of Others, Aware of Systems
- ▶ A detailed and customized development plan based on the results of the 3D diagnostic and our observations from the bi-weekly coaching calls