

Great ideas alone don't PowerUP wealth creation. It takes great leaders to actualize their full potential



Sobering stats. 50% of key hires don't work out in bigger roles. Even when you're confident you promoted a winner

Courage gives you a step-by-step formula to evaluate the match. So you can make better predictions about success with your Objectives + Key Results. And make sure key leaders will build your reputation and expand a positive network multiplier effect.

Make better hiring and promotion decisions than relying on gut feelings, credential checks and biased halo effects and affinity tests. With courage, you'll...

- 1. Profile what you need in a high-potential leader** — starting with the OKRs that you rely on the candidate to deliver and the skills that equip them to succeed, will shaping the culture you want to build
- 2. Look beyond credentials — at skills and habits.** Credentials don't tell you all you need to know, even with accomplished veterans. Behavioral interviews look deeper. And show you whether veterans have kept up with the times and can fit into your culture — and how rookies can learn fast, execute and deliver.
- 3. Assess all 5As** — with proven psychometrics and behavioral analysis tools like our EnQ, so you see what choices your top candidates will make, before you rely on them to make decisions under pressure in real-life high-stakes job situations with real partners and buyers
- 4. Get feedback with 360 inputs** — with a 360 profile for internal candidates and reference checks for externals
- 5. Produce a report you can use with your selection team** — with a rating of Yes, No, Maybe on the key skills that a great candidate has to hit the ground being able to demonstrate — and recommendations that will help you make the most of their learning agility
- 6. Onboard with a development plan** — so you come prepared to contribute to the key hire's success

Dr Louise Yochee Klein PsyD
Dr Merom Klein PhD



"The assessment helped us avoid some big mistakes — and gave us a good roadmap about what our new executive needed to deliver the best they could give us." That's what C-suite executives and boards say about the Courage assessment process "They have great insight about how leaders can improve executive presence and build confidence with champions who are keys to our success."

Louise Yochee + Merom bring 30+ years of leadership assessment and development plan experience. They show you how to make better hiring and promotion decisions — and give you the data you need so skills, not bias, unlocks the full potential of the top candidates you bring into your team



A proven assessment process gives you the data you need to make good hiring and promotion decisions. And look beyond bias, so you make the most of real potential

Profile the job — so you look past bias and untested assumptions, and focus on what success really requires



Get a read on ALL 5As — starting with openness, coachability and learning agility (ASK) — so you know what's encoded in reflexes, habits and routines that the candidate brings to your enterprise



Get a report you can use for decision-making and for development discussions, so you make the most of what your top candidate brings to your team and the networks you build



The EnQ Entrepreneurial Leadership Profile shows you whether a key leader knows how to:

- ☒ **AROUSE** passion -> PowerUP **WILL**. Arouse passion, enthusiasm, urgency - with resilience to face setbacks with renewed energy, joy and vitality
- ☒ **ASK** openly -> PowerUP **CANDOUR**. Face tough issues straight-on with a learning, experimenting, creative, inventive, coachable mindset
- ☒ **ALIGN** interests -> PowerUP trust so champions will **RISK** putting “we” ahead of “me.” Share wealth and honour commitments. Build win/win/win partnerships
- ☒ **ADHERE** to plans -> PowerUP **RIGOUR**. Plan ahead. Execute by meeting quality, regulatory, safety and usability standards
- ☒ **AIM** high -> PowerUP **PURPOSE**. Deliver compelling value to profit by taking care of a buyer’s pain-points and unmet needs and by giving investors what they need to see so they’ll continue to provide capital, open doors and serve as champions

With a proprietary assessment that measures all 5 As — in a quick online self-report or a multi-rater 360 profile — you’ll get a profile. Supplemented by other assessments of decision-making, performance under VUCA pressure and behavioral interviews

So you can...

- Bring high-potential candidates into new jobs with greater awareness of their strengths, sensitivities and growth needs
- Look beyond criteria that have been shown to be biased, and underestimate the true potential that candidates with grit, learning agility, rookie smarts and neurodiversity bring to high-pressure never-been-done-before roles
- Give winning candidates the mentoring, support, resources and learning they’ll need to succeed, so they make great first impressions and keep commitments to deliver quick sustainable wins
- Keep yourself and your well-intentioned advisors and board members from getting blinded by halo effects, affinity bias, groupthink and other traps — that can lead to uninformed ill-fated talent decisions