

IS LEADERSHIP DEVELOPMENT WORTH THE INVESTMENT?

Simply put,

YES.

STUDIES SHOW THAT LEADERSHIP DEVELOPMENT YIELDS RESULTS IN:



FINANCIAL
PERFORMANCE



TALENT
ATTRACTION
AND RETENTION



ORGANIZATIONAL
AGILITY

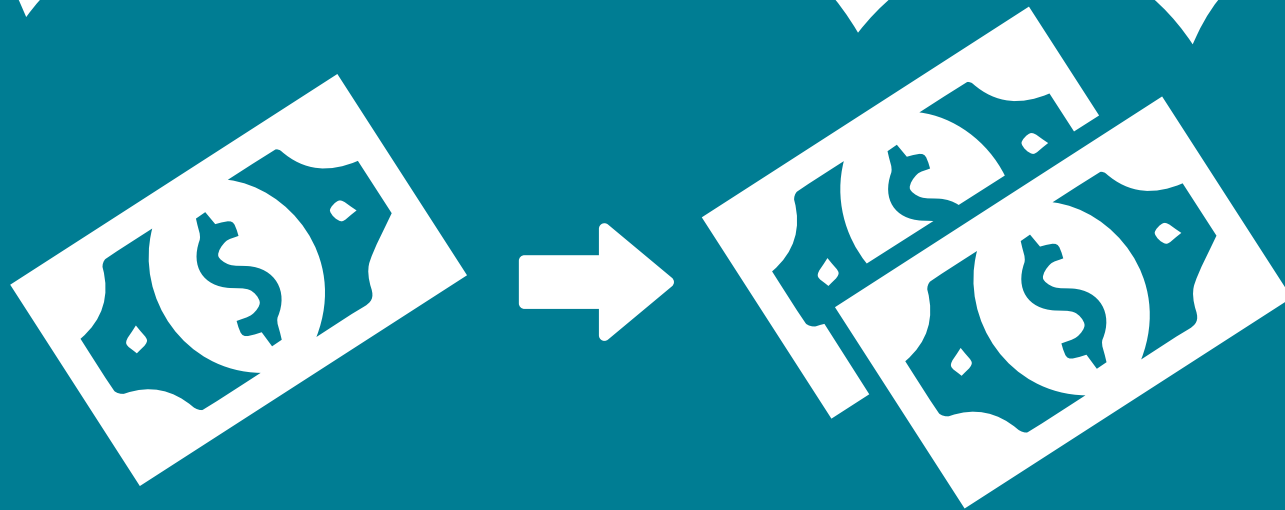


EMPLOYEE
PRODUCTIVITY

FINANCIAL PERFORMANCE

Companies that excel in leadership
development experience
substantially higher revenue
growth and profit margins.¹

¹ Boston Consulting Group. "From Capability to Profitability: Realizing the Value of People Management."
Accessed October 1, 2014.



Every dollar spent on leadership development has shown a return-on-investment of \$2.20.²

² ASTD. "Using Leadership Development to Boost Return-on-Investment." Accessed October 1, 2014. <http://www.astd.org/Publications/Magazines/The-Public-Manager/Archives/2012/Summer/Using-Leadership-Development-to-Boost-Return-On-Investment>

Companies with high scores for their investments in human capital delivered stock market returns that were **5 times higher** than other companies with less emphasis on human capital.

(Stock prices of 11 publicly traded financial services firms.)³



³ Center for Creative Leadership. "Leadership Development: Is It Worth the Money?" Accessed October 1, 2014. <http://www.ccl.org/leadership/pdf/news/EFMDogLeadershipDevelopment.pdf>

TALENT ATTRACTION AND RETENTION



**Providing leadership development
for internal staff is more effective
than hiring externally.**



Internal candidates already know the organization and how to navigate it. It's difficult and costly to recruit outside leaders to fill key positions.³

ORGANIZATIONAL AGILITY

When facing changes in the business environment (e.g. organizational transitions from growth, acquisitions, reorganization),

86%


of companies with strategic leadership development respond rapidly to change

compared to

52%

with less mature programs.

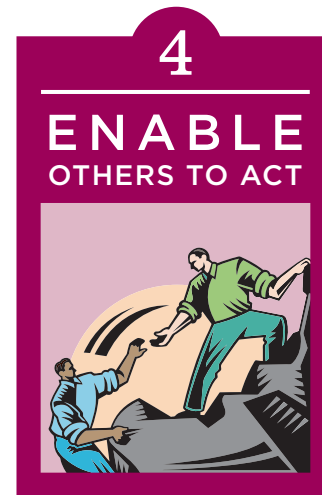
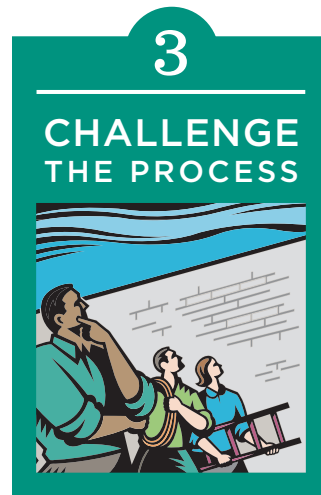
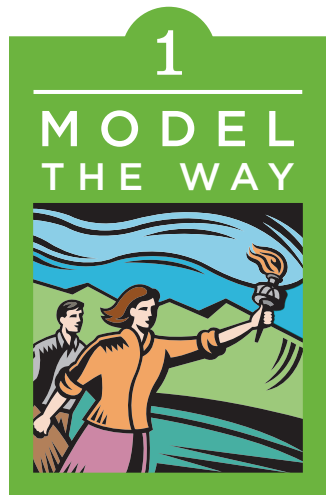
GREATER PRODUCTIVITY



The best leaders elicit 3 times
the amount of talent, energy,
commitment, and motivation
from employees compared
to their counterparts.⁴

⁴ Kouzes, James M. and Posner, Barry Z. *Great Leaders Make Great Workplaces*. San Francisco. Jossey-Bass. 2013.

Organizations with leadership development enjoy these higher yields due to their effective leaders, and all effective leaders demonstrate The Five Practices of Exemplary Leadership[®].



The Leadership Challenge
is a global campaign to
liberate the leader in everyone.
Learn more about it today.

LeadershipChallenge.com

