

# Executive Leadership and Development

## Coupling Assessment with Coaching to Drive Development

The old rules for leadership don't apply to today's business landscape. Style, presence, and knowledge of the business aren't enough to compete in the face of volatility, uncertainty, complexity, and ambiguity. To be effective, leaders need vision and direction. They need to demonstrate credibility and trustworthiness to stakeholders. They need to make the numbers while cultivating an engaging, inclusive organizational culture. They need to constantly build on their good reputation with strategic self-awareness and tactical behavioral change. In short, they need to be a work in progress.

Grounded in four decades of research, Hogan's personality assessments were the first designed specifically for business. Now, Hogan maintains the world's largest database of reputation research. This allows us to provide reliable, scientifically valid insights to predict occupational performance.

### What is Hogan's approach to leadership development and coaching?

A professional coach is invaluable in helping leaders stretch beyond current limits. With an objective perspective and personalized insights, a professional coach can empower leaders to spark long-lasting change. Leaders who engage with a qualified coach learn to leverage existing skills, develop necessary new skills, and implement behavioral modifications to optimize their performance.

Hogan's approach to coaching and leadership development connects personality data for the leader to key business objectives for the organization. Our highly vetted and experienced coaches personally customize each leader's program using our three-part framework:

**Assessment results:** What are my strengths and areas for development?

**Feedback session with coach:** So what impact do these have on my effectiveness?

**Development planning and action:** Now what do I do to be more effective?

### Hogan's Core Assessments

#### HPI The Bright Side of Personality

The Hogan Personality Inventory, or HPI, measures the bright side of personality—how we get along with others and achieve our goals when we're at our best.

#### HDS The Dark Side of Personality

The Hogan Development Survey, or HDS, is the industry-leading measure of the dark side of personality—strengths that can become career-derailing weaknesses in times of stress or complacency.

#### MVPI The Inside of Personality

The Motives, Values, Preferences Inventory, or MVPI, describes personality from the inside—the core values, motives, and unconscious biases that drive our behavior.



## Who are Hogan's coaches?

The Hogan Coaching Network (HCN) is a group of highly professional, well-credentialed, broadly experienced consultants. Hogan coaches are experts in the Hogan personality assessments, as well as in coaching and consulting at the senior management and executive levels. Using the results from Hogan's assessments, our coaches can tell leaders how their direct reports, peers, and stakeholders are likely to perceive them. Together, coaches and leaders build a framework for success—not only for the leader but for the business.

## Who does Hogan serve?

More than 10 million people have discovered how to lead more fulfilling and productive careers using Hogan's data-driven insights about their reputations at work. Today, Hogan is trusted by more than 75% of the Fortune 500. With studies showing the return on coaching to be 5.7 times the investment, it's no surprise that so many organizations rely on Hogan to achieve their objectives. Here's what just a few of our coaching participants have had to say:

"My coach was approachable, deeply informed, and was very efficient and adept in interpreting the results."

"My coach was insightful and drove the discussion to actionable plans for my professional and personal development."

"My coach did a great job helping me understand the results and provided clear and specific recommendations on areas of opportunity for my leadership development."

"Amazing tool. I've never met my coach in person, but he told me my characteristics as if he'd known me my whole life."

"My coach was fantastic. She gave me new insights and tools to continue in my leadership journey. She is engaging, challenging (in a good way), and has a dynamic personality."

## Companies using Hogan Assessments include:





## Why should you trust Hogan?

Our assessments have received positive reviews from well-known assessment evaluation bodies, including the Buros Institute of Mental Measurements, British Psychological Society, Health Professions Council of South Africa, Federal Psychology Council of Brazil, and DNV GL (Norway). In addition, our tools regularly appear in top peer-reviewed journals, including the *Journal of Applied Psychology*, *Personnel Psychology*, *Human Performance*, and the *International Journal of Selection and Assessment*.

Hogan maintains several premier partnerships and accreditations:

- International Coaching Federation (ICF)
- Association of Executive Search and Leadership Consultants (AESC)
- Society for Human Resource Management (SHRM)
- American Psychological Association (APA)
- Human Resources Certification Institute (HRCI)

Other recent recognition includes the following:

- For the last five years, Training Industry has identified Hogan as a top assessment and evaluation company.
- In 2022, the Society for Industrial and Organizational Psychology (SIOP) awarded our president and founder, Robert Hogan, PhD, its prestigious Dunnette Prize for significant contributions in understanding human behavior.
- In 2020, Dr. Hogan was granted the RHR International Award for Excellence in Consulting Psychology.
- In 2014, Dr. Hogan received the Association of Test Publishers (ATP) Career Achievement Award.

## How can you get started?

What we've outlined here is only part of what we can do to help your organization. As the international leader in personality insights, Hogan has a comprehensive suite of science-driven solutions for talent acquisition and development for every type of job role, every organizational level, and every stage of the employee lifecycle. Aside from developing your leaders, we can help you hire the right people without bias, boost productivity, improve retention and engagement, promote diversity and inclusion, identify high-potential talent, and inspire people to do their best. Get in touch with us today to explore potential solutions.

**To learn more about Hogan, visit [hoganassessments.com](https://hoganassessments.com) or call us at +1.918.749.0632**

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**Learn more about Hogan**

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