

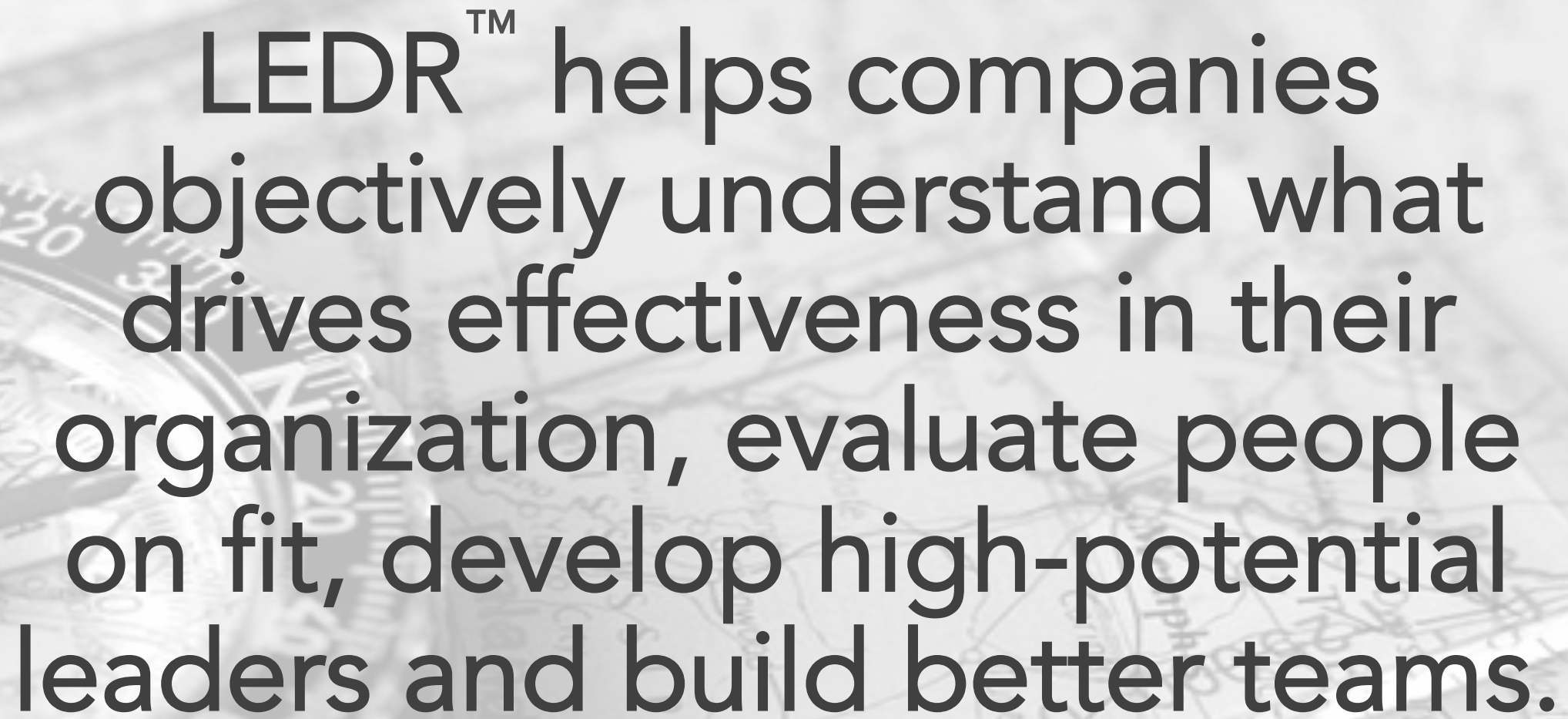
# LEDR™ Technologies Inc.

People Analytics: Powering Decisions and High Performance.

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CEO



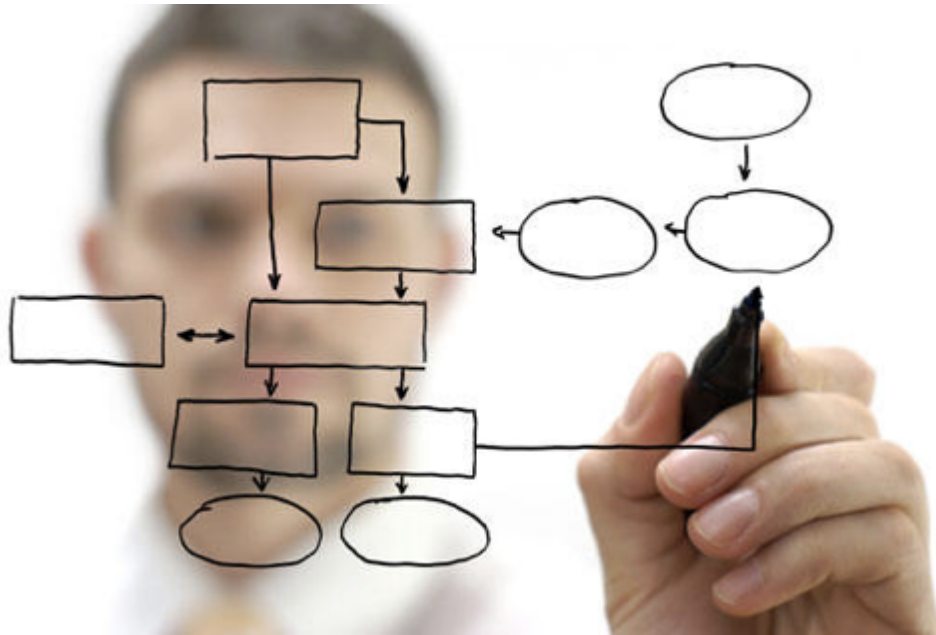
# LEDR Background

The background of the slide features a grayscale image of a compass and a map. The compass is on the left, with its needle pointing towards the top right. The map is on the right, showing various geographical features and place names. The text is overlaid on this background.

LEDR<sup>TM</sup> helps companies  
objectively understand what  
drives effectiveness in their  
organization, evaluate people  
on fit, develop high-potential  
leaders and build better teams.

# What We Do.

1 Understand drivers of effectiveness.



2 Provide platform to test, learn, decide.



# With LEDR™, companies are able to:

- Articulate what drives effectiveness in the company
- Understand areas of effectiveness (mis)alignment
- Test, learn and decide on people-related initiatives
- Have effective(ness) conversations
- Create new non-threatening feedback loops

# UX Project Details

# What We Need (in Priority):

## Phase 1: (Static HTML, CSS)

### 1. Redesign of survey tool:

- 4 types of questions:
  - Choice questions transitioning into rank-ordering
  - Word/phrase selections (e.g. Choose 5 from 20 items)
  - Typical single/multiple choice questions
  - Text response questions

### NOTES:

1. Ideally, we want to try to keep the colors as neutral as possible – we don't want people to be affected by colors.
2. We want a "progress bar" at the top of the survey to show how far people are in the survey.



# Survey Questions: Choice and Prioritization

## Step 1: Making choices -> (leads into Step 2) ->

Different people work well with different types of leaders/managers. For each row, choose the type of leader/manager under whom you are likely to work most effectively with in your job.

For statements where you think "it depends", please select the option that is "true for most times".

	Left Statement Much Better	Left Statement Better	Right Statement Better	Right Statement Much Better	
<b>The coach</b> - Patient and nurturing, but may be too slow in removing poor performers from the team.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Sink or swim</b> - Values competency, but may also be too fast in removing poor performers from the team.
<b>Inspirational</b> - Has infectious enthusiasm about the future but may not know how to get there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Functional</b> - Has a clear plan for the future, but is less inspirational in guiding the team toward it.
<b>Democratic</b> - Factors in team opinions when making decisions, even when it slows things down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Commanding</b> - Makes firm decisions, but may not ask for team opinions/inputs first.
<b>Hands on</b> - Is very plugged in to the team's day-to-day work, but may micro-manage at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Hands off</b> - Gives the team space to do their work, but may not always know what the team is doing.
<b>By the book</b> - Follows proper forms and procedures, but may sometimes burden the team with "red tape".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Burn the book</b> - Keeps the team away from "red tape", but does not always follow proper procedures.
<b>Master manager</b> - Very good at distributing work among the team, but unlikely to help out with grunt work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>In the trenches</b> - Will help out with grunt work, but may have problems in delegating enough.
<b>Even keel</b> - Stays calm when things are bad, but may not praise adequately when things are good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Highs and lows</b> - Praises when things are good, but can get angry when things are bad.

Continue »

1. The rows and columns "rotate".
2. There are at least 4 of these types of questions in the whole questionnaire.
3. We don't want small radial buttons, something that is mobile friendly (e.g. click on the entire square)
4. Once a side has been selected, the seven items will be used in Step 2.

## Step 2: Prioritizing the previous choice

We would now like to understand which of the selections you made previously are most important to your ability to work effectively.

Please rank the items you selected previously where "1" means "this is the most important to my effectiveness", and "7" means "this is the least important to my effectiveness."

Please rank all 7 items.

1. This step is about rank-ordering the items that were previously chosen.
2. Right now, they can be clicked in order or dragged-and-dropped. (See sequence number on top left and "+"
3. To re-order, on the right side, they are dragged and dropped. OR put back into the "mix" (dragged back to the left or clicked on the "x")



# Survey Questions: Word Phrase Selection

Similar to Step 2 in the previous page...

Think about the most effective leader/manager you have worked with. From the list, what were the top five characteristics that made this person the most effective leader/manager?

Click or drag each item into a rank position.

Was collaborative and a team player	Was inspiring and brought out the best in people
Was caring and nurtured the team	Was straightforward and candid
Was dependable to deliver results	Was always honest with me
Was mature and wise	Was determined and dedicated to his/her job
Was intelligent, smart and thoughtful	Was receptive to new ideas and valued diversity
Was objective and fair-minded	Was creative and had innovative ideas
Was driven and ambitious	Was loyal to the team

1

#1

2

#2

3

#3

4

#4

5

#5

1. We have another type of question that has either 12 or 20 word/phrases that we want people to pick the top 5 in order of priority.

# Survey Questions: Typical Single/Multiple Choice

A: Making a single choice or multiple choices from a long list of options...

What is your annual household income before taxes?

*select one*

Less and \$5,000

\$5,000 - \$9,999

\$10,000 - \$14,999

\$15,000 - \$19,999

\$20,000 - \$24,999

\$25,000 - \$29,999

\$30,000 - \$34,999

\$35,000 - \$39,999

\$40,000 - \$44,999

B: Rating-scale questions

On a scale of 1 to 10, how would you rate the most effective manager/leader you have worked with?

*1 being extremely ineffective. 10 being extremely effective*

1

2

3

4

5

6

7

8

9

10



# Survey Questions: Text Response

A: Simple text-entry... lines appear as you enter new names

Who are the people working on the same team as you?

(People who report to the same manager)

B: Following the entries, it goes into a similar “Rank-ordering” exercise

Click or drag each teammate into a rank position based on how much you think they will add to the effectiveness of your team.

#1

#2

#3

#4

#5

#6

#7

#8

1 #1 First person I would pick

2 #2 Second person I would pick

3 #3 Third person I would pick

4 #4 Fourth person I would pick

5 #5 Fifth person I would pick

C: The third step is to rate each entry on a 4-point scale

For each row, select the statement that best describes how effective you think your team will be.

	Team would be much worse off	Team would be slightly worse off	Team would be slightly better off	Team would be much better off
Person leaving the team				
#2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Branding Guidelines

Font: Avenir Book (or similar)

CORE Colors	 R: 007 G: 015 B: 051 Hex: 070F33	 R: 255 G: 120 B: 000 Hex: FF7800	 R: 000 G: 176 B: 178 Hex: 00B0B2	 R: 255 G: 255 B: 255 Hex: FFFFFFFF	 R: 178 G: 178 B: 178 Hex: B2B2B2
ADDITIONAL Colors	 R: 190 G: 230 B: 254 Hex: BEE6FE	 R: 255 G: 083 B: 012 Hex: FF530C	 R: 063 G: 007 B: 081 Hex: 3F0751	 R: 255 G: 200 B: 150 Hex: FFC896	



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