



**LED R**<sup>®</sup>  
Technologies Inc.

# Overview

# Companies have been trying to maximize their returns from human capital for decades ...

## Investing Heavily

**\$170B**

spent annually on leadership development in the US

**\$130B**

spent annually on recruiting quality talent in the US

**\$15B**

spent annually on HR technology in the US

## Generating Data

- On-boarding
- Employee engagement
- Employee satisfaction
- Pulse surveys
- Net promoter scores (NPS)
- Exit interviews
- Behavioral data analytics

Yet these efforts have not generated returns, and the problem is getting worse as employees place more importance on culture ...

70%

of the US workforce is disengaged – **and has been since the 1970s**

75%

of people quit their bosses, not their jobs

50%

of valued employee turnover is due to poor culture fit

60%

of Millennials will leave for a better culture, even for less pay

Because the root cause is not being addressed

A big part of the picture is still missing

An iceberg floating in a dark blue ocean under a cloudy sky. The tip of the iceberg is above the water line, while the much larger base is submerged. A horizontal dashed white line separates the visible tip from the submerged base.

Artifacts and Behaviors

TRADITIONAL FOCUS

Values

LED<sup>®</sup>DR's UNIQUE FOCUS

Assumptions  
“Unwritten Rules”

# LEDR® helps companies solve the problem's root cause by providing the missing piece of the picture

## LEDR®'s Perception Analytics Approach

We conduct a 20-30 minute survey to establish an initial baseline

### Effectiveness Driver Tradeoffs

People select one side of 7 different tradeoffs in 4 categories (Culture, Leaders, Employees, and Teams)

EXAMPLE

LEFT STATEMENTS		RIGHT STATEMENTS	
Much Better	Better	Better	Much Better
Master Manager - Very good at distributing work among the team, but unlikely to help out with grunt work.		In the Trenches - Will help out with grunt work, but unlikely to delegate enough.	

### Context

People select their answers in two contexts:

What makes them most effective



Ideal State

What they currently experience



Current Reality

### Importance

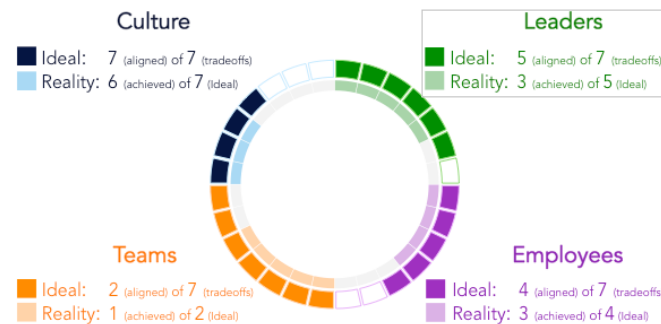
People rank their 7 selections for each category in order of impact on their effectiveness

- 1 Most Important
- 2
- 3
- 4
- 5
- 6
- 7 Least Important

## LEDR®'s Perception Analytics

We then provide analysis at the aggregate, group, and individual level

### Overviews



### Category Drill-Downs

IMPORTANCE		EFFECTIVENESS DRIVER IDEAL-REALITY GAP	
1	THE COACH	Ideal: 73.5% Reality: 32.1%	🔴
2	HANDS OFF	Ideal: 52.8% Reality: 73.2%	🟡
3	MASTER MANAGER	Ideal: 69.9% Reality: 65.5%	🔴
4	EVEN KEEL	Ideal: 66.7% Reality: 66.7%	🟢
5	INSPIRATIONAL	Ideal: 66.6% Reality: 34.4%	🟡
6	BURN THE BOOK	Ideal: 73.2% Reality: 64.8%	🟢
7	DEMOCRATIC	Ideal: 73.2% Reality: 66.6%	🔴

*LEDR®'s Perception Analytics enables people in organizations to have data-driven conversations and make objective decisions based on what makes individuals and teams of any size effective.*

# LED<sup>®</sup>'s Engagement Model



## Annual Subscription<sup>1</sup>

- Standard assessments – baseline and additional modules
- Analysis at aggregate, group<sup>2</sup>, and individual level



## Facilitated Readouts<sup>3</sup>

- 2-3 hours in length
- Review analysis at aggregate, group, and individual level
- Align on next steps



## LED<sup>®</sup> Services<sup>4</sup>

- Setup and management of participants and assessments
- Ongoing program execution support and customizations

1. \$150/person/year; tiered discounts available starting at 1,000 people  
2. Groups are customized data splits (i.e. Office A vs. Office B; Tenure X+ years vs. Tenure <X years, etc.)  
3. \$10K professional fees for LED<sup>®</sup> facilitated sessions apply  
4. \$10K professional fees for 25-hour services packages apply



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# Perception Analytics Baseline | *Example*



## Culture

■ Ideal: 3 (aligned) of 7 (tradeoffs)  
■ Reality: 2 (achieved) of 3 (Ideal)

## Leaders

■ Ideal: 4 (aligned) of 7 (tradeoffs)  
■ Reality: 3 (achieved) of 4 (Ideal)

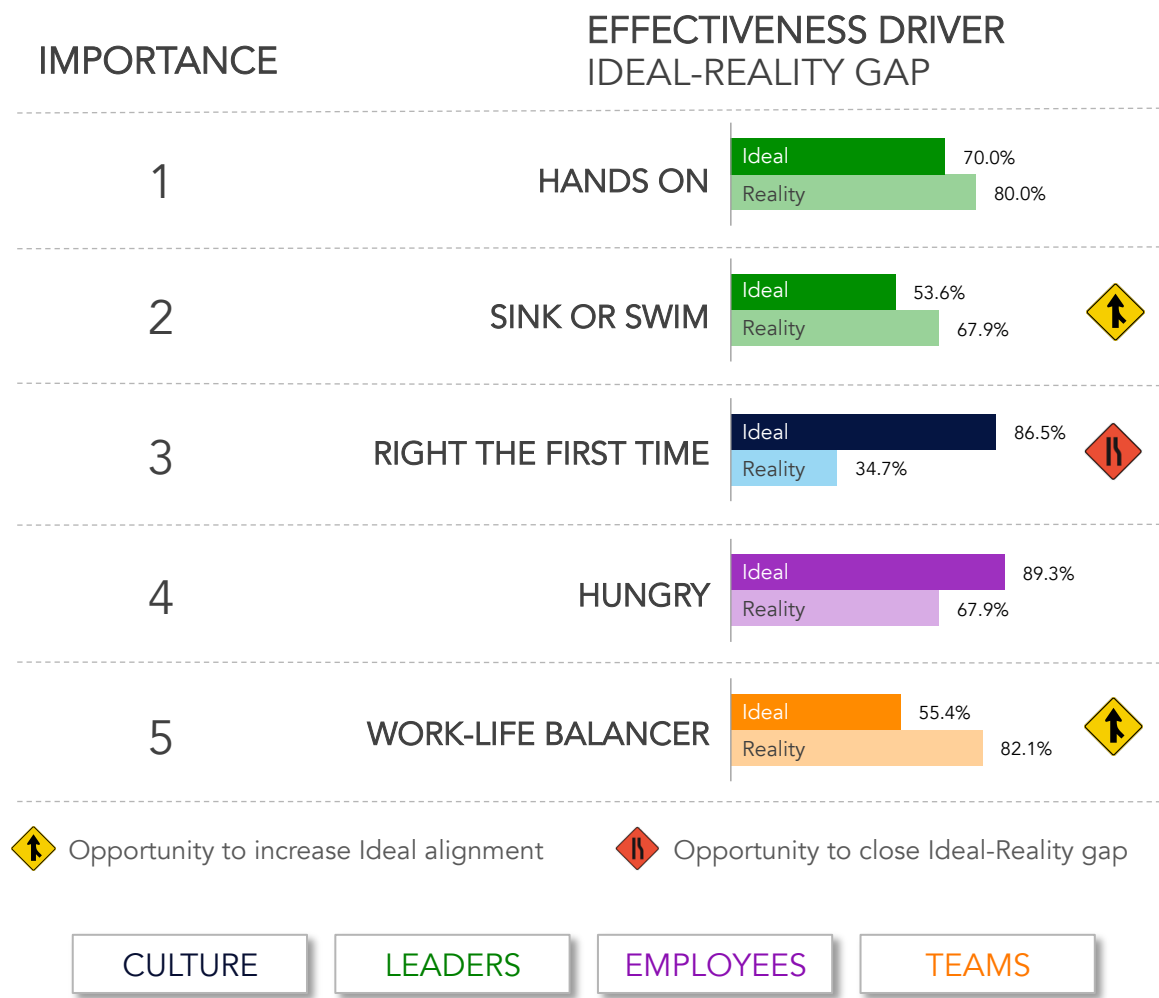
## Teams

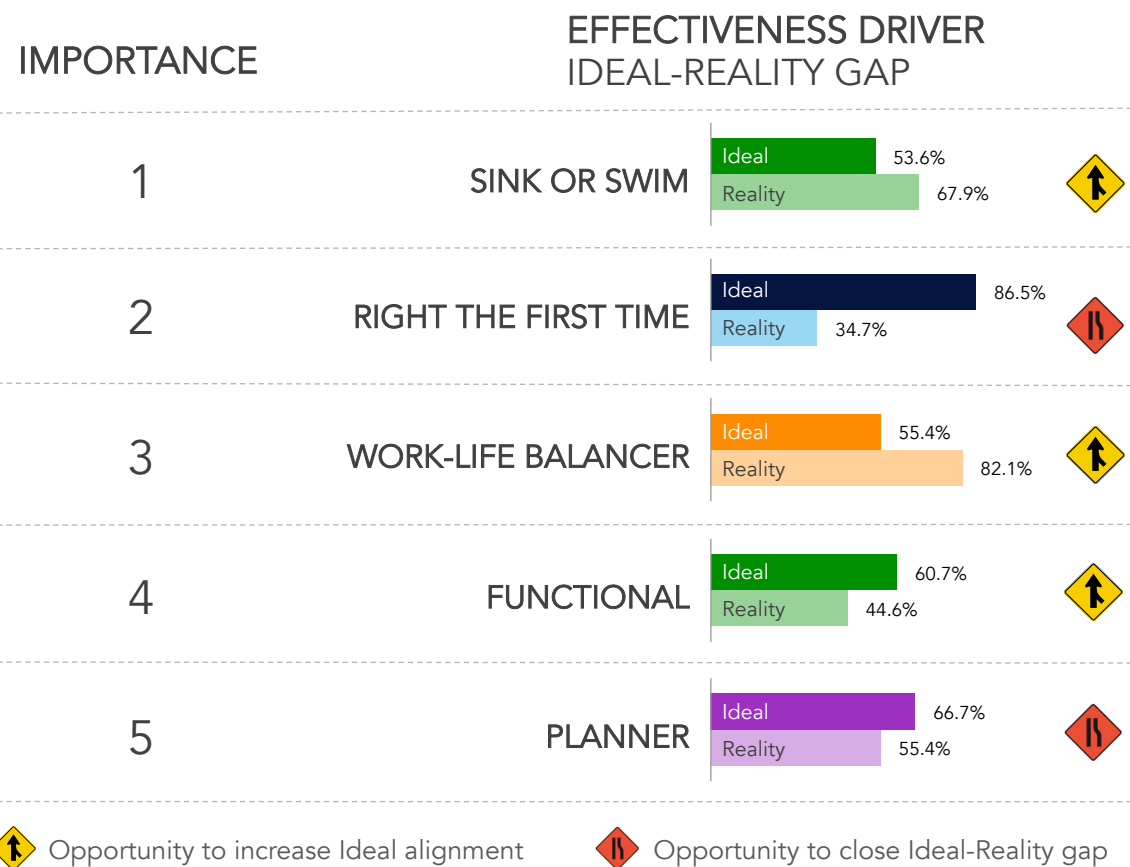
■ Ideal: 4 (aligned) of 7 (tradeoffs)  
■ Reality: 2 (achieved) of 4 (Ideal)

## Employees

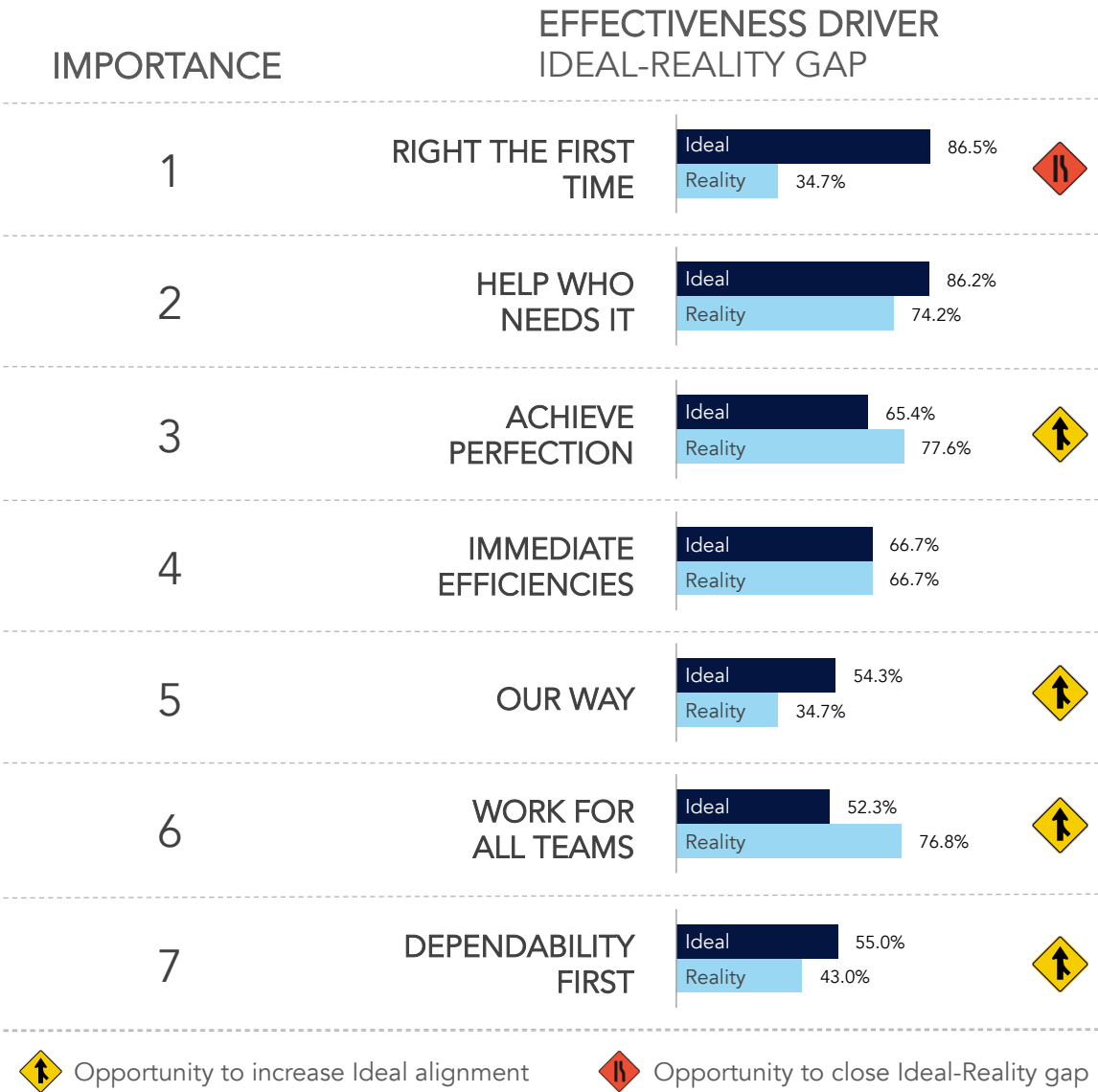
■ Ideal: 6 (aligned) of 7 (tradeoffs)  
■ Reality: 3 (achieved) of 6 (Ideal)

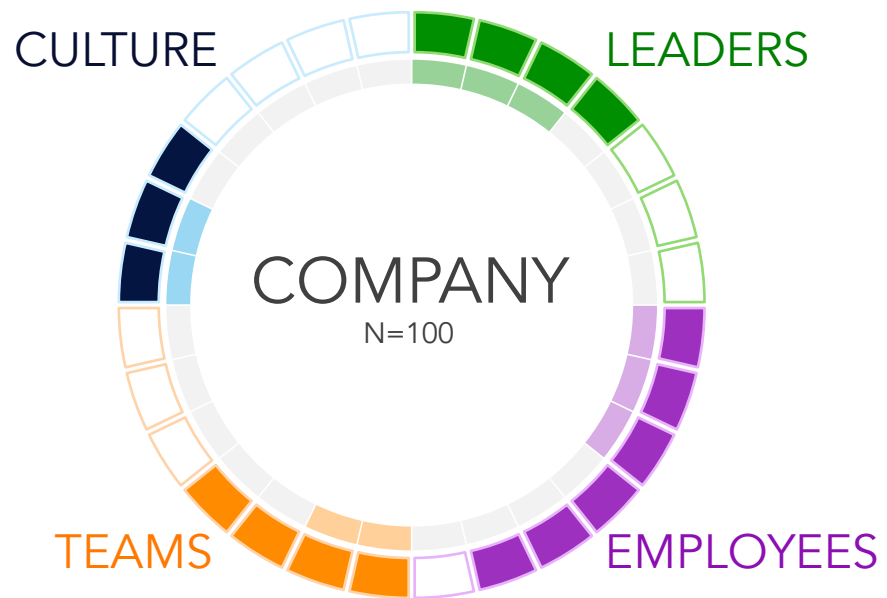


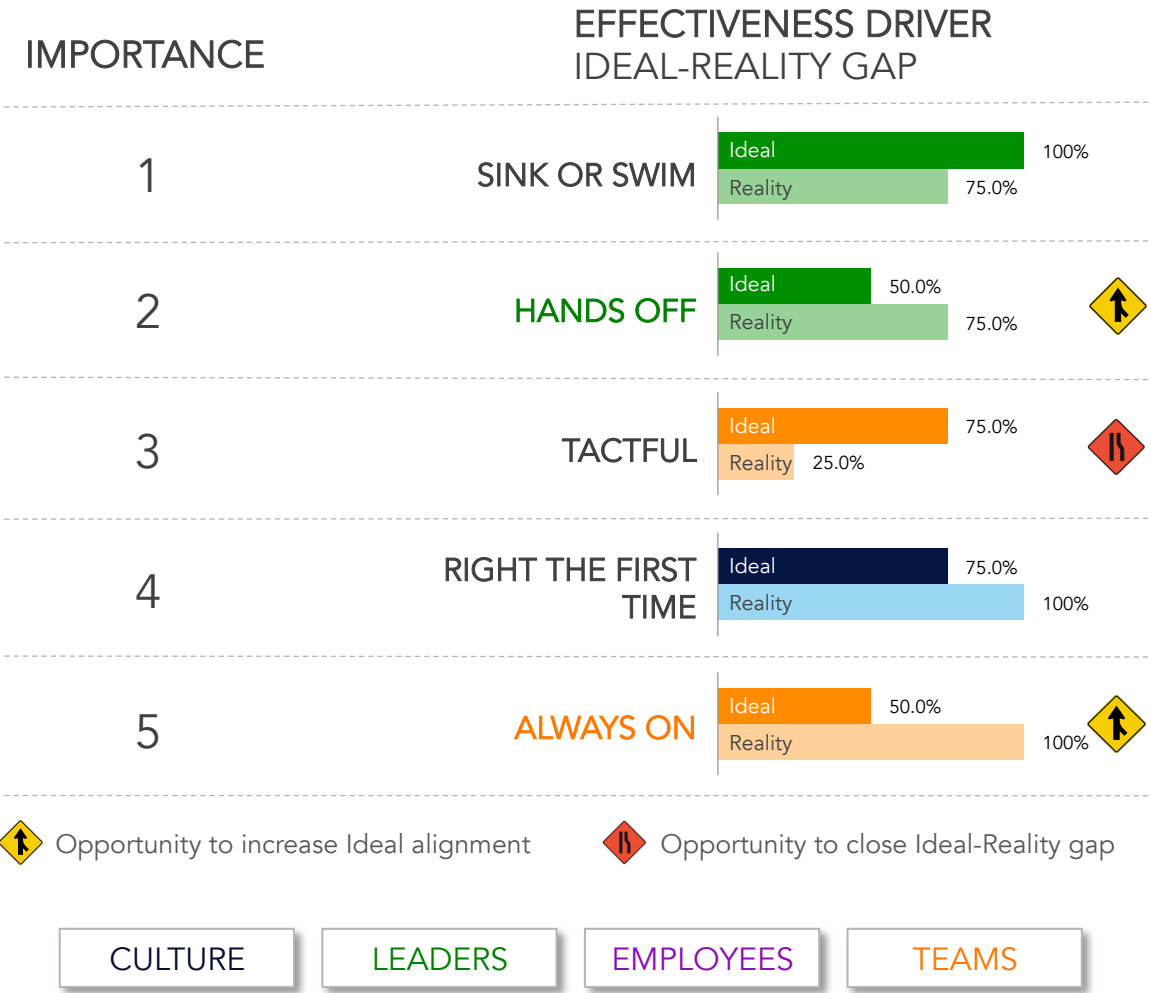




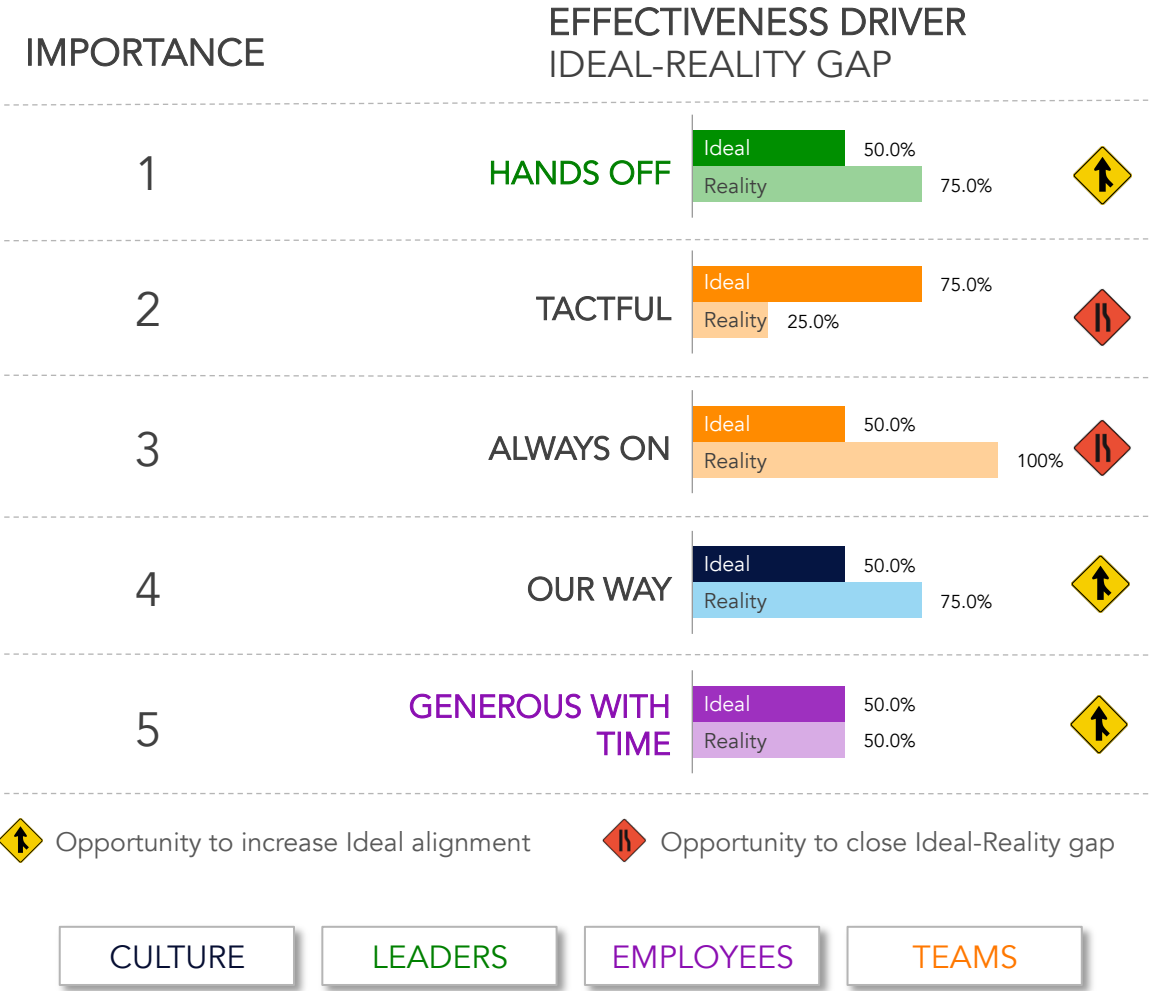
CULTURE LEADERS EMPLOYEES TEAMS







\*Effectiveness drivers in blue, green, purple, or orange have flipped sides of the tradeoff within their respective categories compared to Company Aggregate



\*Effectiveness drivers in blue, green, purple, or orange have flipped sides of the tradeoff within their respective categories compared to Company Aggregate



IMPORTANCE	EFFECTIVENESS DRIVER	IDEAL-REALITY GAP
1	HANDS OFF	<div><div>Ideal50.0%</div><div>Reality75.0%</div></div> <div>⚠</div>
2	COMMANDING	<div><div>Ideal75.0%</div><div>Reality100%</div></div>
3	THE COACH	<div><div>Ideal75.0%</div><div>Reality75.0%</div></div>
4	FUNCTIONAL	<div><div>Ideal50.0%</div><div>Reality75.0%</div></div> <div>⚠</div>
5	EVEN KEEL	<div><div>Ideal50.0%</div><div>Reality25.0%</div></div> <div>⚠</div>
6	MASTER MANAGER	<div><div>Ideal50.0%</div><div>Reality50.0%</div></div> <div>⚠</div>
7	BY THE BOOK	<div><div>Ideal50.0%</div><div>Reality100%</div></div> <div>⚠</div>

⚠

 Opportunity to increase Ideal alignment

⚠

 Opportunity to close Ideal-Reality gap

\*Numbers in green have changed order of importance compared to Company Aggregate  
\*\*Effectiveness drivers in green have flipped sides of the tradeoff compared to Company Aggregate





Powering People Decisions and High Performance

# Main Color Palette

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