



## FREDERICK & ASSOCIATES

# Leadership 2020

### BUSINESS ISSUE

*Today's business environment requires different kinds of leaders.*

Globalization is driving both opportunity and upheaval across social, political, environmental and business realms. In fact, the military coined an acronym, **VOUCA**, that captures it well: **Volatility, Uncertainty, Complexity and Ambiguity**.

Paul Frederick, CEO of Frederick & Associates, a leadership development coaching and advisory firm, recognizes the need for a shift in leadership behaviour and performance at the board and executive level to deliver **more agile strategy** in a VUCA world.

"We are weak on leaders who have the behavioral performance propensity to proactively drive strategy in environments that continue to be more and more uncertain and volatile, says Frederick. "We need leaders who operate differently."

In Frederick's business, they have prioritized the following specific characteristics of leadership performance to address today's business challenges:

- Comfort with timely high-risk strategic and operational decision making
- Core strength in 11 agile leadership performance competencies
- Ability to accurately identify and develop true high potential talent who can perform at a high level within the uncertain and volatile environment
- Ability to understand key strengths and developmental opportunities of pivotal individuals and teams
- Ability to drive and sustain cultural and organizational shifts while prioritizing attracting, retaining, engaging and developing key high performance talent

### SOLUTION

Frederick & Associates uses SuccessFinder as a key tool to help its CEO clients find the right leaders and teams to predictably succeed in a volatile business environments.

According to Frederick, "**SuccessFinder produces a highly accurate prediction** of performance for high risk strategic and operational decision making. Using the ladder of leadership, I'm able to work with CEO's to understand the makeup of their teams and assess whether or not key performance traits are there to drive strategy, embrace change, communicate well and display core leadership qualities needed to meet company goals."

Frederick uses SuccessFinder to understand and analyze each key functional area, then determine holes in the team and address them through coaching, development, or recruiting.

"SuccessFinder gives us an extremely powerful way to understand and harness both the power and passion of the people within the organization to grow revenue and impact shareholder and stakeholder value. "SuccessFinder is the best behavioral assessment tool in the marketplace for making high risk people decisions, **it is a game changer for today's leaders,**" summarized Frederick.

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– Paul Frederick, CEO

**About Frederick & Associates** Frederick & Associates is a leadership development and coaching advisory firm that works with global leaders across North America. CEO Paul Frederick is a seasoned SuccessFinder certified practitioner and partner and former Global EVP of HR and Holistic Business Transformation Management at a global travel and financial services firm where he played a pivotal role in executive leadership development during the highly volatile formation of the EU and introduction of the Euro. He can be reached at [pfrederi@sympatico.ca](mailto:pfrederi@sympatico.ca)



## BUSINESS RESULTS

Frederick & Associates has fully embraced SuccessFinder for executive coaching, selection of new leadership, succession planning, strategic execution and team effectiveness, and 360-degree feedback. They have also used the SuccessFinder Ladder of Leadership framework for development of over 500 senior leaders.

Some of the benefits to Frederick & Associates' clients include:

- Successors have been identified/hired and developed for key roles and have **consistently proved to be high performers**.
- **Retention has increased** overall due to significantly better-fit placements and internal promotions because SuccessFinder is the only assessment tool that can truly and **accurately identify high potential performers**.
- The SuccessFinder Ladder of Leadership framework has proven a good tool for **moving high potential talent into executive roles**.

A few of Frederick & Associates' clients commented on their leadership development experiences supported by SuccessFinder:

**“SuccessFinder offers an objective lens; the competency profiles coupled with position benchmarks are very powerful and I would not hire at the manager and above level without it.”**

– Daryl Wilson, *President and CEO, Hydrogenics*.

**“SuccessFinder is valuable at any stage of your career; I’ve used it to assess and prepare myself for CFO, CEO and Corporate Director roles. I continue to recommend it as the best career assessment tool that I have seen.”**

– Laurie Tugman, *Chairman of the Board, Nexterra Systems Corp.*