

Meeting the Challenge of Business

Creating leadership bench strength is one of the top three challenges organizations face today. The current business environment presents increasingly complex financing and operating environments. The pressure to operate efficiently is constant and arises from customers and shareholders. Organizations that stay competitive over the long term are those with the ability to reinvent and renew themselves as market conditions change. Leadership teams must balance the continuous demand for process and operational improvement with the achievement of growth targets. Systems can be designed to scale, but people sometimes cannot. Change management has become the norm, and bold strategies the minimum market entry. The twin forces

of competitive pressure and increasing regulation demand that leaders be able to make better and quicker decisions. Globalization is a driving force for many sectors; its consequences include the imperative for effective leadership across cultures and the ability to manage relationships around the world. Leadership plays a critical role in determining a company's success or failure. It is the key factor in financial performance, employee motivation, customer loyalty, and organizational success. Reliance on natural technical skills, functional knowledge or the sheer desire to achieve results is no longer adequate preparation for the leadership challenge.

The Business of LEADERSHIP







Building on experience gained with leadership teams at major international firms and Fortune 500 Companies in Europe, Asia and North America, CEVEYGROUP is uniquely positioned with the expertise to align your leadership with your operational goals. We offer a range of turn-key and custom programs in support of leadership development that translates into increased productivity, increased employee engagement and successful cost reduction initiatives. CEVEY Leadership Development Programs [LDP] assess the likelihood of success of current strategies, trigger development in individual leaders and sustain successful reorganizations. LDP reinforce change management processes, identify high potentials, support succession planning, and energize leadership teams. CEVEY delivers a comprehensive leadership development program that begins with business strategy and ends with a measurable improvement in ROI. Our expertise is in the application of our unique methodologies, research and experience.

We shape effective new executive teams in the case of mergers and acquisitions, integrate powerful 'maverick' executive members and align performance norms of the senior executive with organizational best practices.



LEADERSHIP Development Program — Business Transformation

CEVEY Leadership Development Programs combine workshops, business coaching, assessments, and performance management systems to create lasting change in leadership teams and increased success in meeting business objectives. Programs can include some or all of the following:

| | | |
|---|--|---|
|  | Senior Leadership Team Strategy & Framework | Issues, challenges & strategy Setting of corporate framework Defining customized leadership development programs |
|  | Management Potential Evaluation [MPE] | Leadership Audit / Feedback for each leader Potential / Performance Portfolio Strategic Risk Assessment |
|  | Business Leadership Coaching [BLC] | One-to-One Business Coaching Continuous improvement of leadership skills Personal growth strategies for each leader |
|  | Leadership Training Program [LDP I - III] | Leading change Leadership tools and performance culture Stimulate empowerment Situational leadership Management by Objective Team development & goal alignment Personal efficacy as leader Managing complexity |
|  | Leadership Systems CSYSPERFORM | Strategy implementation and Management Cockpit Performance Dialogue and Performance Coaching Management Loop and Balanced Score Card |
|  | Measurement & Tracking | Goal achievement Customer satisfaction Employee engagement |

LEADERSHIP Workshops with Senior Management — Strategy & Evaluation

Strategy workshops focus on issues, challenges and the development of a corporate framework for the achievement of key strategies that will drive the organization forward. Working with the senior leadership team or board of directors, a clear strategic direction is established and adopted.

Corporate performance indicators, including financial reports, employee engagement survey findings, media scans and customer satisfaction ratings, are combined with market and competitive analysis to clearly delineate opportunities and threats. Measurement is a critical component of strategy.

An Evaluation Workshop held at the end of the Leadership Development Program includes an assessment of goal achievement and learning, and a review of program impacts on customer satisfaction and employee engagement.



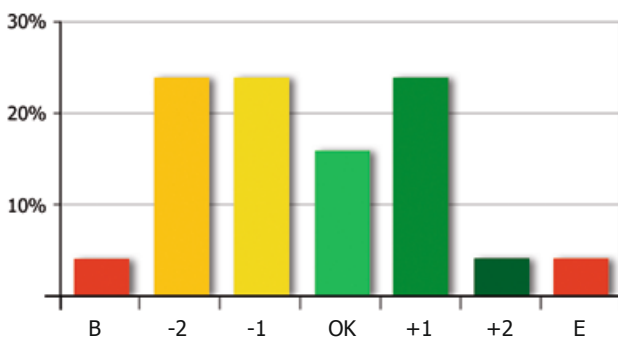
LEADERSHIP Audit

The future of your business depends on the success of your business strategy. But the success of your business strategy depends on the competency and capability of your leadership team. The CEVEY Leadership Audit takes the measure of each individual member of your leadership team – and also evaluates their potential for performance as a

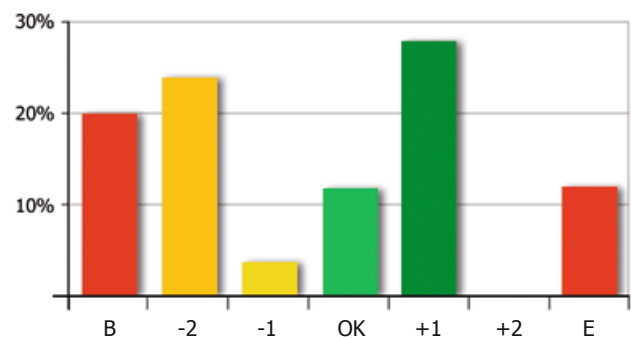
group. Team findings are correlated with the requirements for successful implementation of your chosen strategy.

The final Risk Assessment Analysis reveals potential areas of weakness or barriers to implementation – and the strengths you can leverage in strategic execution.

Inclusiveness Index



Consistency Index



Aggregated MPE scores for a leadership team in a matrix organization identify a clear threat. The bi-polar distribution of scores on the Inclusiveness and Consistency MPE Indices reveals the team lacks sufficient accountability and trust to succeed in a matrix structure. An intervention would focus on building strengths in these two critical areas.

LEADERSHIP Assessment — Management Potential Evaluation

Each individual brings a unique mix of experience, skills and personality to the leadership role.

Understanding each leader's areas of strength and weakness, as they relate to leadership, is the first step in improving performance. The CEVEY Management Potential Evaluation [MPE] assessment tool measures 44 factors statistically shown to be directly correlated to leadership success. Five indices further assess the

ability of a leader to excel in the four quadrants of leadership. This proprietary, special purpose assessment tool was developed specifically for business and has been used with more than 12,000 managers world-wide. The assessment is administered on-line.

MPE findings are used in preparation of the Leadership Audit, Performance / Potential Portfolio and personalized development plans.

| | | B | -2 | -1 | ok | +1 | +2 | E | B | E | O | Evaluation |
|--|----|---|----|----|----|----|----|---|---|---|---|------------|
| Self Trust | ST | | | -1 | | | | | | | | - |
| Contact | CO | | | ok | | | | | B | | O | - |
| Assertiveness | AS | | | | | +2 | | | | | | + |
| Dominance | DO | | | | | +1 | | | | | | + |
| Initiative | IN | | | | | +1 | | | | | | OK |
| Systematic Planning | SP | | | -1 | | | | | | E | O | - |
| Stability | SB | | | ok | | | | | B | | O | - |
| Motivation | MO | | | ok | | | | | B | | O | - |
| Social Competence | SC | | | | | +1 | | | | | | OK |
| Leadership Factor | LF | | | | | | | | B | | O | ! |
| | | | | | | | | | 4 | 1 | 5 | |
| ENGAGEMENT INDEX (The impact of one's own personality) | | | | -1 | | | | | | | | |
| ACTION INDEX (Self-confidence in the face of challenges) | | | | | | +2 | | | | | | |
| INCLUSIVENESS INDEX (Positive basic attitude) | | | | | | +1 | | | | | | |
| CONSISTENCY-INDEX (Structure and orientation toward results) | | | | | | | | | B | | | |
| INTEGRATION-INDEX (Consistent impact) | | | | | | ok | | | | | | |
| Total: 21 | | | | | | | | | | | | |

MPE Summary Profile – the MPE measures 10 major factors and 34 supporting factors.

The statistical reliability ranking for the MPE is: $r=0.87$

This is extremely high. Construct validity – or the ability to predict success based on assessment results is equally high at $r=0.617$

Personalized Development Plan

Shortly after completing the on-line assessment each participant receives a detailed 17 page written report that identifies and ranks key strengths and development needs, and includes more than 40 specific recommendations. In addition, a CEVEY certified professional reviews each report and prepares an 'expert evaluation' that highlights

key findings. Training and developing leadership leads to higher performance, higher retention and a more positive corporate culture. A high performing leader has the ability to both set the vision and the targets, and to motivate team members to achieve them within a desired time frame.

Business LEADERSHIP Coaching

Managers are frequently promoted based on superior technical performance – without specific training in the process of leadership. Leadership skills, including the ability to influence and activate others, are also especially important to the success of matrix organizations and project teams where the project leader has no hierarchical power over others on the team.

CEVEY Business Leadership Coaching explores the relationship between current business challenges and the leader’s profile to increase effectiveness in goal pursuit. Leaders experience profound ‘learning by performing’ as they begin to leverage their strengths and address their weaknesses. Seven proprietary coaching tools trigger a cycle of continuous improvement across four key leadership competencies:

Motivational Leadership

Leading by personal impact

Change Management Leadership

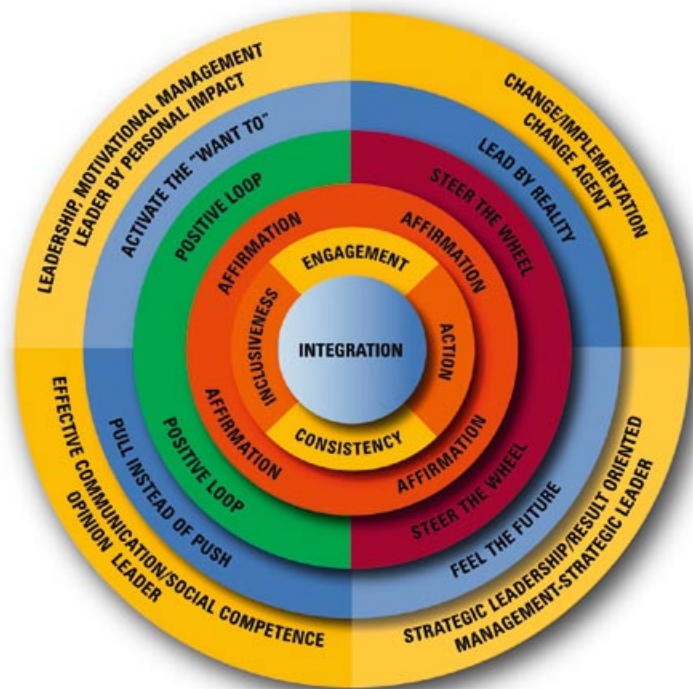
Leaders as agents of change

Strategic Leadership

Leading by results-oriented management

Communicative Leadership

Leading with social competence



LEADERSHIP Development Programs

Highly effective leaders have the ability to create positive, high performance work environments. They know how to develop strategic targets which trigger the inner motivation of their direct reports to engage, meet and beat goals.

The CEVEY Leadership Development Program guides individuals and teams in a structured process to improve leadership effectiveness. CEVEY’s ground breaking leadership framework clarifies the role of the leader, defines key leadership behaviors and demonstrates what leaders must do to create a high performance culture and activate their direct reports.

Leadership I

- › delivers the six dimensions and six tools of transformative leadership

Leadership II

- › explores the dynamics of situational leadership, team development and alignment

Leadership III

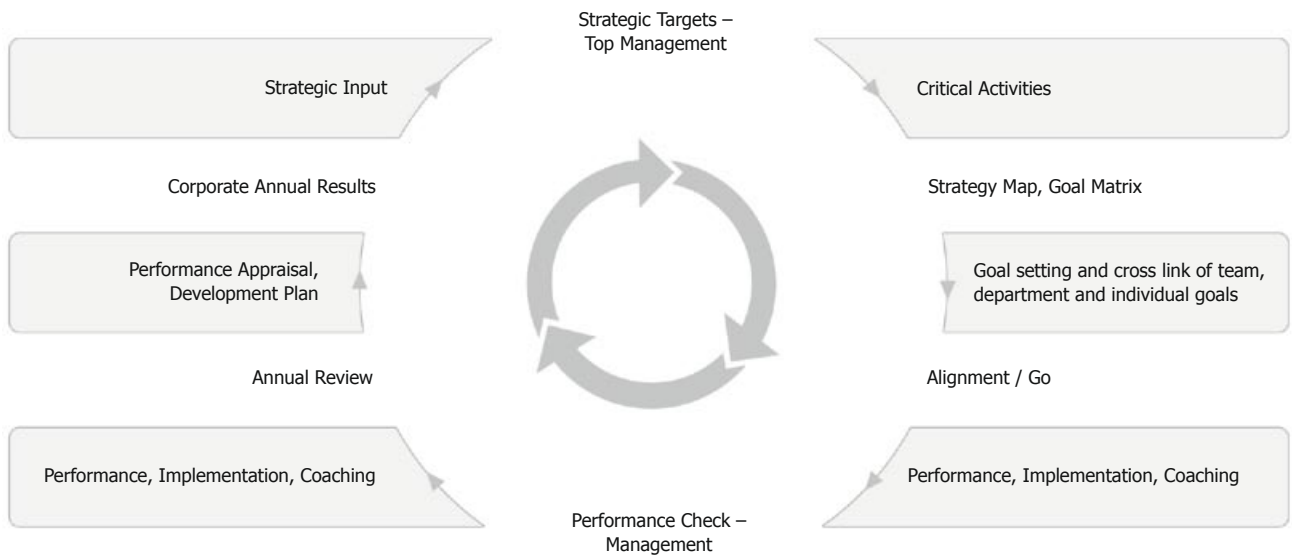
- › presents advanced concepts in leadership efficacy and managing complexity



LEADERSHIP with CSYSPERFORM

Behavior and results are the two critical elements in performance. CEVEY LDP and CEVEY BLC equip leaders with the tools to develop their own potential, and to engage employees effectively on an emotional level and activate the 'Want To' in them that is critical to the alignment and achievement of personal goals and organizational goals.

CSYSPERFORM provides a suite of integrated modules that ensure that organizational goals are met in an effective and efficient manner. The system links strategy, performance and development. Goal achievement is directly linked to bonus calculation to achieve a one-to-one link between effectiveness and remuneration.



An integrated performance management process ensures companies successfully manage the implementation of corporate strategy while simultaneously supporting individual leadership development and goal achievement.

This powerful performance management system includes:

Strategy Module which links business strategy with individual performance planning, goal achievement and performance appraisal. This fosters strategy implementation and alignment, and creates meaning and orientation even in complex matrix reporting relationships. The Management Cockpit provides a real-time overview of actual to target performance.

Performance Dialogue Module which supports coaching oriented leadership. The design considers competencies and outcomes, tracks individual development potential and identifies learning goals in support of individual development. This accelerates the impact and efficacy of each leader-team member interaction, stimulates empowerment and activates the 'Want To'.

Human Capital Module which incorporates job profiles, potential check, talent management and people development, and engages leaders systematically in the learning processes of their direct reports. This is done in close collaboration with HR.



The CSYSPERFORM Management Cockpit provides a real-time overview of actual to target performance.

Explicit action items are directly linked to goal achievement and progress is easily monitored.

TESTIMONIALS

"CEVEY Management Potential Evaluation [MPE] is an objective, effective and reliable assessment tool with strong practical applications. The assessment findings, personal development plans and coaching sessions consistently garnered a high degree of acceptance from the 200 managers involved. The Management Audit provided valuable strategic direction in the assignment of personnel and in the re-design of our performance recognition program."

Director Personnel - Munich Airport

"The predictive validity of the CEVEYSYSTEMS Assessment Centre methodology is proving very strong. The design created a high degree of acceptance amongst the leadership team for a number of difficult HR decisions. After more than two years of using the methodology, we continue to enjoy an exceptionally high hit rate with respect to candidate qualification. CEVEY has made a significant contribution to our intensive change process."

Director Sales - Pfizer Pharma

"Implementation of MPE has proven to be a key success driver in the development of our leadership program. MPE is an extremely effective and results-oriented method of identifying management capabilities in our group; both domestic and international, including our German, U.S. and Chinese teams. CEVEY's state-of-the-art methodology has consistently proven to be highly credible, convincing and easily adopted."

Vice President Global Operations - ADVA Optical Networking

"This year, as in the past, the CEVEY training seminars were once again a complete success: 2007 and 2008 were the most successful years in the history of DB Schenker Rail, with a total sales revenue of more than 4 billion Euros and an outstanding operating result. They gave new impetus to the professionalism of our team and resulted in a continuous improvement in performance."

Senior Vice President - DB Mobility Logistics AG

CEVEYGROUP.

The CEVEY approach is grounded in powerful psychological principals and rigorous scientific methods. CEVEY trained leaders structure positive, high performance work environments and develop highly strategic targets that trigger the inner motivation of their direct reports to engage, meet and

beat goals. These leaders create high performance cultures and dramatically boost employee engagement. CEVEY focuses leaders and their teams on the imperative of meeting and exceeding business objectives as set by the customer, the shareholders or the board of directors.

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