

## EXECUTIVE DEVELOPMENT PROGRAM

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UD ALUMNI \$945  
PARTNER \$870

# WHY ARE WE BAD AT PICKING GOOD LEADERS? EVALUATING LEADERSHIP POTENTIAL

Almost 70% of Americans believe that we are suffering from a crisis of leadership. Rather than asking why leaders are failing, we need to ask, “Why aren’t we choosing better leaders?” Most leaders look good on paper - they have charisma, credentials and confidence - yet they lack the real qualities necessary to succeed.

Through his research in business, entertainment, sports, politics, education, and philanthropy, Jeffrey Cohn has uncovered seven essential attributes of all great leaders. In this program, Jeff will share with you these qualities, why they are important, and how you can evaluate whether someone really has them.

In a way, these qualities are like the DNA of every good leader. They are the building blocks of overall success. Unlike DNA, however, these attributes are not innate and mostly can be learned. They are fundamental pieces; taken individually or even in small sets, provide only a partial picture and do not mean much. In fact, if any one of these attributes are missing, a person who is called to lead will eventually fail.

This program will help you to apply the interviewing techniques you will want to place into practice. You will learn to evaluate talent in a formal interview setting, and how to make better decisions about leadership potential.

## THIS PROGRAM WILL HELP EXECUTIVES:

- Understand the importance of the seven leadership attributes that matter most when selecting a leader.
- Refine your interviewing techniques in order to determine who really has the seven leadership attributes.
- Develop a good eye for identifying talent based on brief networking encounters.



**Jeffrey Cohn**

*Jeffrey Cohn is founder of Bench Strength Advisors, co-founder of the Leadership & Innovation Advisory Group (LIAG), and a succession planning and executive assessment expert. Previously, he was at Spencer Stuart in New York, where he specialized in CEO succession planning and executive assessment.*

*Jeff has worked with a wide range of organizations ranging from Fortune 500, non-profit, and academic institutions. Along with working for Spencer Stuart, Jeff served as a principal with the Law & Economics Consulting Group, a Research Fellow at Harvard Business School and at the Chief Executive Leadership Institute (now at Yale).*

*Jeff is a frequent public speaker and has published widely, including multiple articles with the Harvard Business Review. In 2011, Jeff and co-author Jay Moran, released their first book, Why are we Bad at Picking Good Leaders: A Better Way to Evaluate Leadership Potential. Jeff earned his undergraduate degree from Vanderbilt University in economics and his M.B.A. in applied corporate finance from Tulane University.*