

CPI 260®  
COACHING  
REPORT for  
LEADERS

DEVELOPED BY SAM MANOOGIAN

IN CONSULTATION WITH  
HARRISON GOUGH • ROBERT DEVINE • DAVID DONNAY



Report prepared for

**CATHERINE SAMPLE**

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Interpreted by  
Bradley Consultant  
from  
ABC Consulting Partners



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## UNDERSTANDING YOUR REPORT

This report will help you better understand your preferences, attitudes, and behaviors in key dimensions of management and leadership. It will help you capitalize on your strengths, target areas for further development, set goals, and plan action steps. It is intended for your use and should not be considered a selection or placement tool.

This report is based on an instrument that has been used and validated in a wide variety of management and leadership development programs. Empirical research extending over five decades demonstrates that a person's responses to the instrument—when taken all together—are highly predictive of managerial competencies as determined by independent observers. Your responses have been compared to the responses of a large group of managers and executives, male and female. It is a group of experienced and by many standards successful individuals who are on track for continued success and career advancement.\*

### WHAT INFORMATION DOES MY REPORT INCLUDE?

In addition to this introductory section, your report contains three sections: Your Leadership Characteristics, the Snapshot page, and Next Steps.

YOUR LEADERSHIP CHARACTERISTICS is the heart of the report. For each Leadership Characteristic, we compare your results on key measures with those of the comparison group of managers and executives. Based on this comparison, the report analyzes your strengths and developmental needs and, where appropriate, offers a *suggested action step* you can take to gather more information or develop a new behavior. Suggested action steps may propose ways to further develop strengths as well as address developmental needs. Not all Leadership Characteristics will have action steps related to them.

The Leadership Characteristics are organized into the following core performance areas:

1. SELF-MANAGEMENT
2. ORGANIZATIONAL CAPABILITIES
3. TEAM BUILDING AND TEAMWORK
4. PROBLEM SOLVING
5. SUSTAINING THE VISION

Management and leadership are increasingly complex endeavors, requiring an evolving repertoire of competencies and behaviors. The five core performance areas are not exhaustive but are key indicators of managerial success. While they do not form a rigid hierarchy, competence in one core performance area does tend to underlie effectiveness in the next. They are arranged in this report from the most basic level (Self-Management) to the highest level (Sustaining the Vision).

The SNAPSHOT page offers a quick overview of your results.

The NEXT STEPS section offers advice on planning your next steps in leadership development.

\* This report is based on data collected at the Center for Creative Leadership® (CCL®). The data are from more than 5,600 workshop participants enrolled in CCL's Leadership Development Program from 1995 to 1996. Center for Creative Leadership and CCL are registered trademarks owned by the Center for Creative Leadership.

## WHAT DO THE ICONS MEAN?

In addition to providing comments for each Leadership Characteristic, your Coaching Report for Leaders offers at-a-glance guidance for prioritizing your developmental efforts:



### CHECK THESE OFF AS YOUR STRENGTHS

A **Check Mark** indicates a strength in that your preferences, attitudes, and behaviors on that Leadership Characteristic *compare favorably* to those of the reference group of managers and executives who are generally on track for continued advancement. For *most* people, in *most* situations, the attitudes and behaviors indicated will contribute to effectiveness and be perceived by others as contributing to a strength. These are areas in which you are probably comfortable and in which you perform effectively.



### TAKE A CLOSE LOOK AT THESE POTENTIAL DEVELOPMENTAL NEEDS

A **Magnifying Glass** suggests that you should look closely at the Leadership Characteristic: It may represent a developmental need for you in that your preferences, attitudes, and behaviors seem to *contrast* somewhat unfavorably with those of the comparison group. For *most* people, in *most* situations, the attitudes and behaviors indicated will hamper effectiveness and be perceived negatively by others.



### EXAMINE WHETHER THESE WORK TO YOUR ADVANTAGE OR DISADVANTAGE

An **Arrows** symbol indicates simply that your preferences, attitudes, and behaviors in that Leadership Characteristic *differ* from those of the comparison group. This difference may represent *either* a strength *or* a potential developmental need, depending on your functional area, your role in the organization, and your organizational culture. You may want to assess whether your behavior in this area works to your advantage or disadvantage.

## HOW DO I GET THE MOST OUT OF MY REPORT?

As you examine your Coaching Report for Leaders, keep the following points in mind:

1. Keep your own role and situation at the forefront. What the report characterizes as strengths and limitations is not absolute. An asset in one job, level of management, or organization might be a liability in others.
2. Pay as much attention to your strengths as to possible developmental areas. After all, you have achieved your current position because of your strengths.
3. Remember, above all, that you are the ultimate expert—the only one who can verify these results. This report cannot describe every nuance of your style or capture every competency relevant to your success in your job.

## YOUR LEADERSHIP CHARACTERISTICS

### SELF-MANAGEMENT

Effective leaders are first of all effective in managing themselves—their time, their focus of attention, and their emotions. They know their strengths and weaknesses, their habits of thought and biases, their likes and dislikes.



#### 1. SELF-AWARENESS

Because they are able to monitor and manage their own feelings and their effect on others, successful leaders can respond to people and events in an authentic, appropriate, and genuine manner.

- Like most successful leaders, you probably demonstrate a perceptive understanding of your own feelings and behavior and insight into the nuances of interpersonal behavior. You likely are well aware of how your behavior is interpreted and experienced by others and can adjust your actions accordingly for maximum effect.
- You are generally in touch with and accepting of who you are. You generally display a secure-with-yourself style of interacting, and this style makes it easy for others to know what to expect from you and to work with you.



#### 2. SELF-CONTROL

Effective leaders are disciplined and think before acting. Their self-control may come at the expense of some spontaneity and the free expression of feelings and emotional reactions, but it does not mean they are overly reserved or inflexible. See also *4. Use of Power and Authority*.

- Others probably see you, more than most executives and managers, as stable, dependable, and considerate of your coworkers. You are probably disciplined and like to anticipate and plan for the unexpected.
- You tend to place an extremely high value on order, constancy, and stability. Others probably experience you as very patient, organized, and conscientious—but also extremely cautious and conservative about your reactions, decisions, and behavior.
- Your caution may make you uncomfortable with rapid decision making and less tolerant than others of normal levels of ambiguity, conflict, or controversy.
- **SUGGESTED ACTION STEP:** Solicit feedback from coworkers, especially the person to whom you report, about your flexibility, engagement, and sense of urgency. Specifically ask about the degree to which others see you as too controlled, subdued in your actions, or too supportive of the status quo.



### 3. RESILIENCE

Leaders who succeed are able to manage stress, bounce back from frustration and setbacks, and devote time to important areas of life outside work. They are realistically optimistic and show a healthy degree of independence and self-reliance.

- Like other effective leaders, you generally display a confident and mostly optimistic approach to work and working with others; you tend to be buoyant, recovering quickly from setbacks and persisting even in the face of adversity and roadblocks.
- You likely understand the importance of good morale and tend not to let doubt or worries drain your reserves of energy. Others probably see you as dealing effectively with pressure and stress.

## ORGANIZATIONAL CAPABILITIES

An important requirement for effective leadership is skill in handling the roles, rules, and structures of organizational life: using power and authority appropriately, working within a framework of policies and established procedures, holding others (and oneself) accountable, making tough decisions, and the like.



### 4. USE OF POWER AND AUTHORITY

Effective leaders exercise formal and informal power, influence, and authority without overwhelming coworkers. They adapt the style and intensity of their leadership to fit the situation and are able to function in a subordinate role when necessary.

- You seem to be as confident, assertive, and forceful as most other executives and managers.
- You likely are able to command the attention of other people and are willing to make decisions and take action that involves other people.
- You appear to be reasonably well disciplined and judicious in using both your formal and informal authority, matching it to your perception of what is appropriate to each situation.



### 5. COMFORT WITH ORGANIZATIONAL STRUCTURES

Effective managers and executives work productively within organizational structures, such as formal policies and rules, chains of command, organizational processes, and unwritten norms. They must articulate and support these structures while at the same time supporting individual initiative and the need for flexibility. See also 2. *Self-Control*.

- You are probably more careful than most other executives and managers to respect and support the organizational culture. You may be uncomfortable when others question the rules or work outside standard operating procedure.
- Your effectiveness may be heavily dependent on a highly structured work environment with clear lines of authority and accountability and specific standards for acceptable performance. The more ambiguous and unstructured the organization, the more stress you will likely experience.
- Others may experience your work style as organized and efficient—and possibly overly cautious, exacting, and conventional as well.
- **SUGGESTED ACTION STEP:** Consider whether you need to or could introduce more innovation and flexibility into how you get your job done.



## 6. RESPONSIBILITY AND ACCOUNTABILITY

Successful leaders welcome the personal responsibility and accountability that go with positions of authority. Valuing dependability, honesty, and forthrightness, they hold others accountable for the commitments they have made, accept fault or criticism when it is deserved, and expect others to do the same.

- Like most other executives and managers, you are apt to think it is important to accept responsibility and to be honest and forthright; hence, you will likely think less favorably of those who avoid taking responsibility and tend to inappropriately blame others.
- You probably see yourself as well suited for positions of significant leadership and decision-making responsibility, and others tend to see you in a similar light.
- You are likely inclined toward accepting roles and responsibilities for which leadership and management are key expectations.



## 7. DECISIVENESS

Effective managers and executives make decisions expediently and take appropriate action. In making their decisions, they take into account a large number of potentially contradictory factors and bits of information, seek and accept the participation of others when appropriate, and are not overly burdened by the effect of their decisions on others. See also *4. Use of Power and Authority* and *14. Action Orientation*.

- Others tend to see you as very comfortable making important decisions and taking independent action.
- You are probably able to handle the inevitable criticisms that leaders receive for making decisions that don't satisfy everyone involved.
- You are likely able to live with the negative consequences and human costs of the hard decisions that leaders are often forced to make.

## TEAM BUILDING AND TEAMWORK

Whether leading a project team or sharing leadership with others on an executive team, today's managers and executives must possess the people skills needed to forge united, smoothly functioning, goal-oriented teams made up of people with disparate skills, motivations, and personalities.



### 8. INTERPERSONAL SKILL

In their interactions with team members, effective leaders listen attentively, send clear signals, and convey openness, friendliness, and cooperation. They are approachable, in spite of the formal or informal authority that goes with a management position. See also *17. Influence*.

- Like most other executives and managers, you are probably reasonably comfortable meeting other people, and others likely experience you as outgoing and sociable.
- As a coworker and team player, you probably attempt to fit in and be considerate of others to the same extent as most other executives and managers; others tend to see you as cooperative, approachable, and friendly.



### 9. UNDERSTANDING OTHERS

Strong team leaders have a cognitive understanding of personality differences, individual behavior, interpersonal dynamics, and group process, as well as an ability to empathize with others—to understand their feelings and subjective reactions on an intuitive level. See also *1. Self-Awareness*.

- Others likely experience you as being about as friendly and easy to be around as other executives and managers, and you are apt to demonstrate about the same level of care and concern for others.
- You probably are interested in and perceptive of the nuances of interpersonal behavior and can demonstrate compassion without getting overly entangled in the problems of others. You seem to be able to balance dealing with the interpersonal dynamics of teams with the need to keep the team focused on objectives and results.





## 10. CAPACITY FOR COLLABORATION

Aware that the input of diverse ideas can facilitate problem solving, effective leaders welcome the participation of others. They encourage the open discussion of ideas, opinions, and suggestions while maintaining a healthy skepticism and keeping the pressure on for results. See also *4. Use of Power and Authority*, *7. Decisiveness*, and *15. Self-Confidence*.

- You are likely as open, trusting of other people, and receptive to their ideas as most other executives and managers.
- Like other executives and managers, you probably strive to balance creativity with practicality by encouraging a wide array of inputs, ideas, and suggestions while keeping discussions moving ahead toward practical results.



## 11. WORKING WITH AND THROUGH OTHERS

To accomplish bigger and more complex tasks than any one person could hope to do alone, effective leaders work both with others, by soliciting input and sharing decision making, and through others, by delegating work and responsibility.

- You are apt to be reasonably assertive, confident, and able to present your views, opinions, and decisions to coworkers and are probably inclined to take on tasks and responsibilities for yourself.
- Like most other executives and managers, you may be effective in balancing self-directed actions with trusting and depending on others. When delegating, you may provide clear direction but be flexible and adaptable in allowing other people to give input and share in the decision-making process.
- You likely are interpersonally effective and use this ability to win the cooperation of others and motivate them to contribute their energies and get behind the mutual effort.

## PROBLEM SOLVING

Handling problems well and finding effective solutions for them demand a multifaceted array of talents and skills, including political finesse, and an understanding of the motivations and feelings of others. Many of the skills assessed in this report bear on solving problems, but here we focus on three areas most directly related to problem solving: being creative, handling sensitive issues, and taking decisive action.



### 12. CREATIVITY

Effective managers and executives are willing and able to generate creative and innovative ideas and to take calculated risks. When necessary, they challenge standard procedures or the status quo, and they formulate novel actions or solutions.

- You probably can usually generate original and innovative ideas and solutions; others likely see you as being as creative and innovative as most other executives and managers.
- You appear to be willing and able to confidently offer innovative ideas and suggestions, even without support from others.



### 13. HANDLING SENSITIVE PROBLEMS

Successful leaders confront rather than avoid sensitive issues and problems, such as infringements of corporate policy or subpar work performance. They deliver difficult messages or critical feedback directly and frankly while maintaining a sensitivity and concern for those receiving the news. See also *1. Self-Awareness*.

- You seem to be as willing as other executives and managers to confront employees' performance problems and similar issues in a direct and timely manner.
- You are likely able to modify the delivery, tone, and timing of difficult news according to the other person's situation and emotional state, conveying a sincere effort to understand other people's feelings and views.



#### 14. ACTION ORIENTATION

Effective leaders take action after reflecting on the pros and cons of all the available options, often without resolving every unanswered question. Although they are curious and patient, and take into account the effects their decisions may have on people, they have a bias for results and act decisively.

- You are probably less inclined than other executives and managers to deviate from well-known paths of action. Your management style is likely guided by the objectives of stability, constancy, and predictability.
- You seem to be more concerned than other executives and managers about how others will evaluate or criticize you and your actions.
- Others may see you as not doing enough, not taking enough action.
- **SUGGESTED ACTION STEP:** Solicit feedback from coworkers that will allow you to evaluate how well you balance reflection, analysis, and deliberation with taking action.

## SUSTAINING THE VISION

Strong leaders have a clear vision for the organization and a coherent set of organizational goals. They are able to sustain the vision by inspiring the confidence of others through their own self-confidence, by using well-developed communication skills to influence and motivate others, and by being visible embodiments of organizational values and goals.



### 15. SELF-CONFIDENCE

Leaders who can rally others to pursue a vision are self-confident and optimistic. They project this confidence and optimism and use it to inspire others, despite having normal doubts, worries, and stress.

- Like most other managers and executives, you are apt to generally display a self-assured, autonomous style of thinking and operating. You likely communicate to others that you are confident in your ideas, but not so forcefully as to seem unable or unwilling to listen, discuss, and negotiate alternatives.
- Others probably see you as positive, poised, and assertive. Your self-confidence may allow you to hold up under the pressures of taking on responsibilities and to bounce back from setbacks and hurdles you encounter in pursuing the organization's vision.



### 16. MANAGING CHANGE

Most managers and executives face a constantly changing environment. To be effective, they balance the benefits of order and stability with the benefits of flexibility, change, and growth. Leaders maintain focus while remaining open to exploring new approaches and new priorities.

- Compared to other managers and executives, you are probably less comfortable taking new and different approaches to problems or situations, less receptive to doing things differently, less comfortable managing and reacting to change, and more averse to risk.
- Although others may praise your practicality, they likely see you as skeptical or even resistant to change. When change occurs, they may criticize you for being slow to adapt to it. In the extreme, others may find you rigid and stubborn, especially during times of flux or crisis.
- **SUGGESTED ACTION STEP:** Initiate at least one incremental but significant change in the way you get the job done each quarter.



### 17. INFLUENCE

Strong leaders naturally want to influence others and are skilled in doing so. They are generally poised, outgoing, and socially and professionally confident and have well-developed communication skills that allow them to be persuasive without being overbearing. See also *4. Use of Power and Authority*.

- Like most other executives and managers, you probably have a strong desire to influence other people and the outcome of events and are sociable, outgoing, and extroverted.
- Your well-developed communication skills likely allow you to present your ideas persuasively without being overbearing.
- You seem to be able to push for your own agenda while also seeking to accommodate the agendas of others and appreciate their views and opinions.






### 18. COMFORT WITH VISIBILITY

Leaders seek out responsibility and enjoy the visibility that comes with it. Comfortable speaking in public and acting to exemplify the organization's values, they confidently meet new people, sustain working relationships, and seek out opportunities to make formal and informal presentations to people in high positions.

- Your ambitions for positions of high visibility—in terms of level, title, salary, and size of organization—are probably similar to those of most other executives and managers.
- Like most other executives and managers, you likely enjoy meeting new people, are able to sustain relationships, and are skilled in making formal and informal presentations. You seem to have the necessary spontaneity, poise, and verbal fluency to do well in a wide variety of social situations.
- You are probably comfortable being in the limelight and being seen as responsible and in charge.

## SNAPSHOT OF YOUR LEADERSHIP CHARACTERISTICS

YOUR LEADERSHIP CHARACTERISTICS	 CONSIDER THESE YOUR STRENGTHS	 EXAMINE THESE POTENTIAL DEVELOPMENTAL OPPORTUNITIES	 ASSESS WHETHER THESE BEHAVIORS WORK TO YOUR ADVANTAGE
<b>SELF MANAGEMENT</b>			
1. Self-Awareness	■		
2. Self-Control			■
3. Resilience	■		
<b>ORGANIZATIONAL CAPABILITIES</b>			
4. Use of Power and Authority	■		
5. Comfort with Organizational Structures			■
6. Responsibility and Accountability	■		
7. Decisiveness	■		
<b>TEAM BUILDING AND TEAMWORK</b>			
8. Interpersonal Skill	■		
9. Understanding Others	■		
10. Capacity for Collaboration	■		
11. Working with and Through Others	■		
<b>PROBLEM SOLVING</b>			
12. Creativity	■		
13. Handling Sensitive Problems	■		
14. Action Orientation		■	
<b>SUSTAINING THE VISION</b>			
15. Self-Confidence	■		
16. Managing Change		■	
17. Influence	■		
18. Comfort with Visibility	■		

## NEXT STEPS

So what does all this mean? How can you further develop yourself as a manager or executive? There are two alternative ways to begin planning your next steps: (1) You can start with what you have learned about yourself from this report and then move on from there. (2) You can start with the challenges you are currently facing as a leader and then look to this report for some insight in meeting these challenges. Below, we offer some guidance on both approaches. They are not mutually exclusive, and you may want to consider both.

### STARTING WITH YOURSELF

#### CONSIDER YOUR STRENGTHS

First, look at your strengths as indicated on your Snapshot page. In addition to the Leadership Characteristics listed in the check mark column, which of the characteristics in the arrows column do you consider to be personal strengths?

In the left column of the table below, list the three strengths that you tend to rely on most. These represent skills or competencies that you exercise frequently and comfortably. In the right column, list three characteristics that you were surprised to discover were strengths or that you use less comfortably or less frequently.

STRENGTHS I RELY ON	STRENGTHS I COULD USE MORE
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

The strengths in the first column are those that, in your own judgment, already work well for you. Most managers and executives will realize the greatest benefit by focusing on those areas of strength that they are *less* comfortable using—those in the right column.

- Mark these strengths from the right column on your Snapshot page and then go back and read the detailed comments printed for you in the body of this report.
- Consider your functional area, your role and level in the organization, and the written and unwritten rules in your organization as you assess the analysis presented. Do you agree with the observations and descriptions as reasonably accurate?
- Consider ways in which you can develop these strengths further. For example, you can accept a new assignment, find a mentor or role model, or just make a mental note to yourself to practice the skills or behaviors conscientiously.

### CONSIDER YOUR DEVELOPMENTAL NEEDS

In addition to exercising underused strengths, you may also want to consider addressing certain skills or behaviors that may be currently limiting your effectiveness as an executive or manager. Look again at your Snapshot page, and examine the Leadership Characteristics listed in the magnifying glass column. Also consider those characteristics listed in the arrows column that you consider to be limitations or developmental needs.

On the left side of the table below, list up to three characteristics that you were least surprised to find were not your strengths. On the right side, list up to three characteristics that you were most surprised to see described as areas of developmental need.

LEAST SURPRISING DEVELOPMENTAL NEEDS	MOST SURPRISING DEVELOPMENTAL NEEDS
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

These two categories of developmental needs represent very different challenges for most leaders. Your least surprising developmental areas are, by definition, ones you know very well. You may have developed strategies that compensate for them; perhaps you have moved to a position in which they seem less important or less critical. In any case, they are probably known quantities for you.

Your most surprising developmental areas, in contrast, are potentially more troubling in that they could represent blind spots. Your preferences, attitudes, and behavior in such an area may be somewhat hidden from you but visible to others and may hamper your effectiveness.

- Mark your potential blind spots on your Snapshot page and then go back and read the detailed comments printed for each of these Leadership Characteristics.
- Consider the formal and informal feedback you have received from others (especially the person to whom you report) and your career aspirations. How do the behaviors related to your potential blind spots show up in your work? How do others react to you when they do show up? What can you do to change?
- Read the action step suggested for each potential blind spot. If it fits your own assessment, consider what practical measures you can take to act on it.



## STARTING WITH YOUR CURRENT SITUATION

Another way to use this report is to consider some of the major challenges you are facing at work. Perhaps you are trying to pull together a new team for an important project. Or maybe you are leading or assisting in a major change initiative. Or perhaps your challenge is to be effective in an organization whose structures and lines of authority are hazy and indistinct (or rigid and bureaucratic). You can use this report to help you gain some insights into meeting some of these key challenges.

### CONSIDER THE FOLLOWING STEPS

1. Write down the major challenge you are facing. (Pick only one challenge at first and repeat this process to consider others.)
2. Scan this report and mark the core performance areas and/or Leadership Characteristics that seem most relevant to your challenge.
3. Among the areas you marked, identify the Leadership Characteristics for which you received a check mark. These are generally your strengths. It may be more advantageous to you to capitalize on one of these strengths than to strengthen a less developed characteristic. Make a list of the strengths on which you want to capitalize.
4. Go back and carefully reread the areas you marked, paying most attention to those in which you have a magnifying glass. Do you agree that the observations and descriptions are reasonably accurate? Do you see the behaviors playing out as developmental areas for you?
5. Next, reread any marked areas in which you have an arrows symbol. Do you agree with the observations and descriptions? Do you see the behaviors playing out as strengths for you, or do you see developmental areas? Where mixed, does the behavior generally serve you more as a strength than a limitation? Make a list of the suggested action steps that seem most relevant.
6. As you reflect on your list, does it seem reasonably accurate and descriptive? Are the results or descriptors relatively consistent with each other? Are the results consistent with what you have heard before in the way of formal and informal feedback?
7. Focus on the two or three key action areas that you want to pursue.

We hope that by reading this report you have gained personal awareness and insight and have grown more sensitive to some of the unique strengths and limitations of your particular style and how they affect your work as an executive or manager. We encourage you to use your enhanced self-awareness to embark on a self-directed process of continual personal and professional development.

