



elead ltd. Company profile

March 2012

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What we stand for

With our leadership system we help businesses to **enhance and develop the leadership expectation** across the entire organization. This enables our clients to achieve:

- better results
- a stronger employee commitment
- increased overall satisfaction throughout the entire company's personnel



What we believe in

Nothing influences and shapes the **success of a team** more efficiently than a responsible leader. This simple philosophy leads our way of thinking and working.

- This is demonstrated with a coach who brings success to one team after another under his stewardship. And indeed we have seen teams rise to success after the arrival of a new leader: the right leader with the pertinent qualities of leadership.
- Additionally, business science confirms positive correlations between a well-tuned leader and his engagement with the team (e.g. Gallup 2003 or the Employee Engagement Survey 2011).



Our clients

Across all sectors we are working hand in hand with the leading management consultancy BBH Strategy & Innovation. Our clients are both **national and international operating corporations.**





Who we are

Our team comprises a sound mix of consultants, top-management coaches and IT specialists. elead was founded as a specialized partner consultancy of BBH Strategy & Innovation.



Dr. Robert Becker

Managing Director

For more than 30 years, Robert has worked as a top-management consultant for companies such as Allianz, Hewlett-Packard, SAP, Heidelberger Druck.



Ben Heigert

Managing Director

Ben has over 12 years of experience as a business consultant for Microsoft, Douglas, Deutsche Telekom, Christ and many others.

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The elead leadership system

By combining our expertise of many years in leadership, with scientific studies and intelligent IT solutions, we **created an innovative leadership system**. This system enables our clients to actively influence how the role of leadership is executed by all team leaders, and additionally offering a way for the conscientious development of the corporate vision.

The elead leadership system includes a conceptual framework, courtesy of an in-depth company analysis, and an IT based leadership tool. It's perfectly adapted to the strategic needs and individual wishes of our clients.



Principles of our leadership system

- **Clarify responsibilities**
Roles and responsibilities are individually formulated, according to a defined company identity and inherent leadership expectation.
- **Support managers**
Executives are supported and guided in fulfilling the now-defined requirements.
- **Improve leadership dialogues**
Our leadership software simplifies the critical dialogue between manager and employee and makes sure that responsibilities and requirements are continuously highlighted in the leadership relation.
- **Facilitate development**
Personal development targets are easily defined by individual tier analyses. All feedback helps HR departments to better formulate comprehensive and effective training programs.
- **Execute strategies**
Our leadership system ensures that leadership dialogues are directly linked with corporate strategies. In this way, we ensure a faster execution of strategies.

Elements of our leadership system

Leadership roles

Establish an understanding for general and position-specific leadership requirements.

Leadership dialogues

Adapt leadership processes and develop awareness for new leadership behavior.

Leadership tool

IT-based tool to support implementation consistently.



Leadership roles

We establish a clear understanding of which specific requirements should be fulfilled by each executive and his entire team, but without excessively over-worded job descriptions

Rather we prefer **passionately formulated role profiles**. These are directly linked to the day-to-day leadership expectations of the individual manager, and pin-point and guide on the specifics of his or her position very clearly. These uniquely customized roles, which are carefully composed from the idiosyncrasies of the structure and strategy of the company, are the very conceptual backbone of our leadership system.



Leadership dialogues

Leadership roles are useless as long as **awareness and every-day behavior** of managers are not in-tune with specific requirements and expectations for a constructive work psychology and company culture. Therefore we work with all executive tiers to ensure

- what the roles mean for their individual behaviour
- where leadership skills and attitudes need to be improved
- how the development of leadership behavior can be effectively executed

Leadership tool



Our leadership system is completed by a computer-based instrument which supports leadership dialogues between managers and employees in a simple and effective way.

The dashboard for 'Frau Muster' features a top navigation bar with 'Deutsch', 'Meine Einstellungen', 'Hilfe & Kontakt', and 'Abmelden'. The main content area is divided into three sections: 'Meine Fitness', 'Mein Team', and 'Aufgaben & Aktuelles'. 'Meine Fitness' includes a welcome message and options to view goals, action plans, and evaluations. 'Mein Team' shows a list of team members, including 'Josef Heinz'. 'Aufgaben & Aktuelles' lists tasks such as 'Jahresgespräche mit Mitarbeitern' and 'Wie Sie ein eigenes Passwort anlegen'.

The dashboard for 'Willi Ludwig' is titled 'Jahresgespräch mit Willi Ludwig vorbereiten'. It features a top navigation bar and a main content area with a progress bar and a 'Zwischenstand drucken' button. The 'Ergebnis' section displays a table of development profiles with progress bars and percentages.

Anforderung	Prozent
Anforderungen für alle Mitarbeiter	83%
Anforderungen für alle Führungskräfte	100%
Anforderungen für den CSO International	86%
Anforderungen für die Geschäftseinheit International	67%

The 'Legende' section explains the bar chart symbols: green bars for direct development needs, white bars for existing needs, and blue squares for direct development needs. A red circle with a slash indicates 'Keine Bewertung möglich'.

Feedback from our clients



"The leadership tool provides a lot of inspiration for my personal development. Furthermore I have a complete overview of my team. A sound instrument."

"At the beginning I was quite skeptic what I could do with such a tool. But today I must say it: A great improvement. It simplifies my every day work and helps to keep track of objectives and actions of my team. Even more, the leadership dialogues are carried out much more professional and appreciative than before."

„With the leadership tool from elead we were able to move much closer to the functional departments and sales with our HR. Today our services are precisely matched to the needs of the executives and business.“

Feedback of users from our leadership tool

“The leadership system helps us to sustainably implement our new strategy and organizational structure. Today everybody in the company perfectly understands what is expected from each single player. Last but not least the leadership dialogues and the individual development are pragmatically aligned to these topics.“

Reiner Unkel
CEO
DOUGLAS Perfumeries



„The leadership system which we implemented together is as pragmatic as productive. Now we manage to achieve transparency for our staff about their roles and performances. Additionally we are able to define goals and measures for all our managers and employees which are directly linked to our strategy.“

Manfred Kroneder
CEO
CHRIST Juweliers



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