



# 6 Key Leadership Competencies



[launch-360.com](https://launch-360.com)



# The 6 Leadership Competencies



1

## Executive Presence

Executive Presence is the unique blend of qualities that allows leaders to command attention, inspire trust, project confidence, and create influence. It involves projecting gravitas and authority, crucial for effective leadership.

2

## Leadership

Leadership is the capacity to inspire, guide, and influence individuals or teams toward a shared vision and goals. It involves promoting innovation, driving change, and achieving sustainable success within an organization.

3

## Staff Management

Staff Management is the systematic oversight and coordination of employees' activities, responsibilities, and development. It aims to optimize their performance, aligning individual efforts with organizational objectives.

4

## Relationship Management

Relationship Management is the strategic practice of building and maintaining positive, mutually beneficial connections with individuals, stakeholders, or organizations. It aims to foster collaboration, build trust, and achieve common goals.

5

## Social Awareness

Relationship Management is the strategic practice of building and maintaining positive, mutually beneficial connections with individuals, stakeholders, or organizations. It aims to foster collaboration, build trust, and achieve common goals.

6

## Communication

Communication is the adept ability to articulate thoughts precisely, tailor messages to suit intended recipients, and convey information, ideas, and messages with clarity, conciseness, and effectiveness.



# Executive Presence

Launch 360 employs a comprehensive assessment to measure Executive Presence. Through a dynamic set of criteria, the tool evaluates an individual's strengths in commanding attention, inspiring trust, projecting confidence, and creating influence.

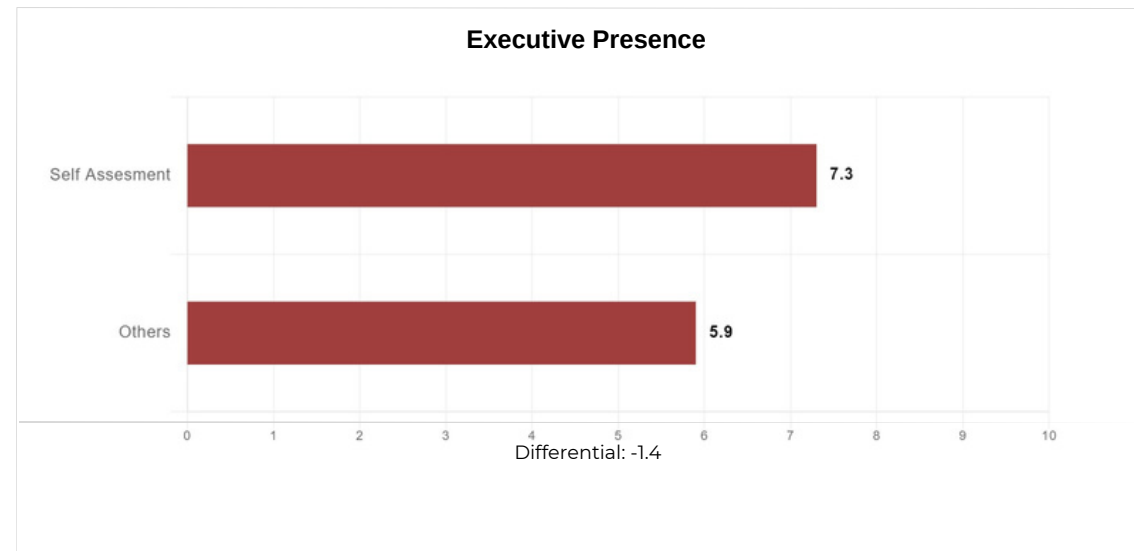


# Measuring Executive Presence

The report assesses the quality within a leader that makes those around them feel that they are in control, confident, willing & able to lead others through 5 areas:

1. Expressing & Articulating Your Vision
2. Communication Abilities
3. Fostering Relationships and Navigating Politics
4. Adversity Quotient
5. Appearance

Question	Other reviewers rating	Self-assessment rating
Comfortable bringing new thoughts, ideas and innovations forward; shares creative, "out of the box" ideas to push the objective forward	5.7	8.0
Demonstrates a put together work area and personal appearance	6.3	7.0
Demonstrates through the way they speak, behave and engage that they believe in themselves and their abilities	6.4	8.0
Exemplifies Gravitas (Seriousness in bearing, thoughtful and dignified behavior)	6.7	8.0
Handles Questions with Confidence & Authority	5.8	7.0
Speaks and listens in ways that move the discussion forward	5.4	7.0
Makes intimidating goals seem realistic and achievable	5.2	7.0
Stands their ground when challenged, and presents coherent arguments for why they see things as they do	5.6	7.0
Understands the audience/tailors explanations based on the audience	5.7	7.0





# Leadership

Launch 360 generates a personalized roadmap for leaders. It outlines specific areas of strength and development, offering a strategic guide to enhance leadership skills and foster continuous growth.

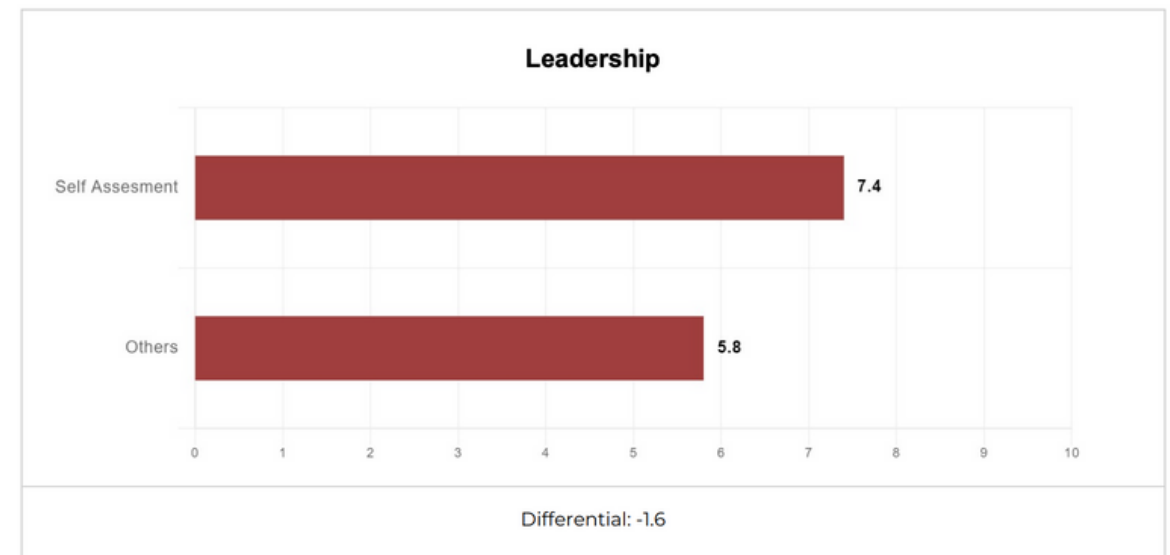


# Measuring Leadership

The report assesses making definitive decisions, acting strategically, demonstrating one's expertise in their functional area and ability to quickly pivot with business conditions through 4 areas:

1. Change Management Expertise
2. Basing Decisions on Facts
3. Contemplating and Managing to Future Implications

Question	Other reviewers rating	Self-assessment rating
After a discussion with him/her, everyone is clear about direction and next steps	5.2	6.0
Acts strategically	5.4	6.0
Conveys a clear vision of the business unit or company's future	5.4	8.0
Demonstrates the ability to control/lead a meeting	5.7	8.0
Embraces change early on	5.9	8.0
Is passionate about their work	6.7	8.0
Makes decisions based on facts and data	6.5	8.0
Able to make tough decisions in a timely manner	5.5	7.0
Manages effectively across organizational groups (i.e. function, geography, business unit)	5.5	8.0



# Staff Management

The core goal of Launch 360's staff management assessment is to optimize team performance.

By addressing strengths and areas for improvement, leaders can enhance their ability to coordinate activities, foster employee development, and align their team's efforts with the broader organizational goals.

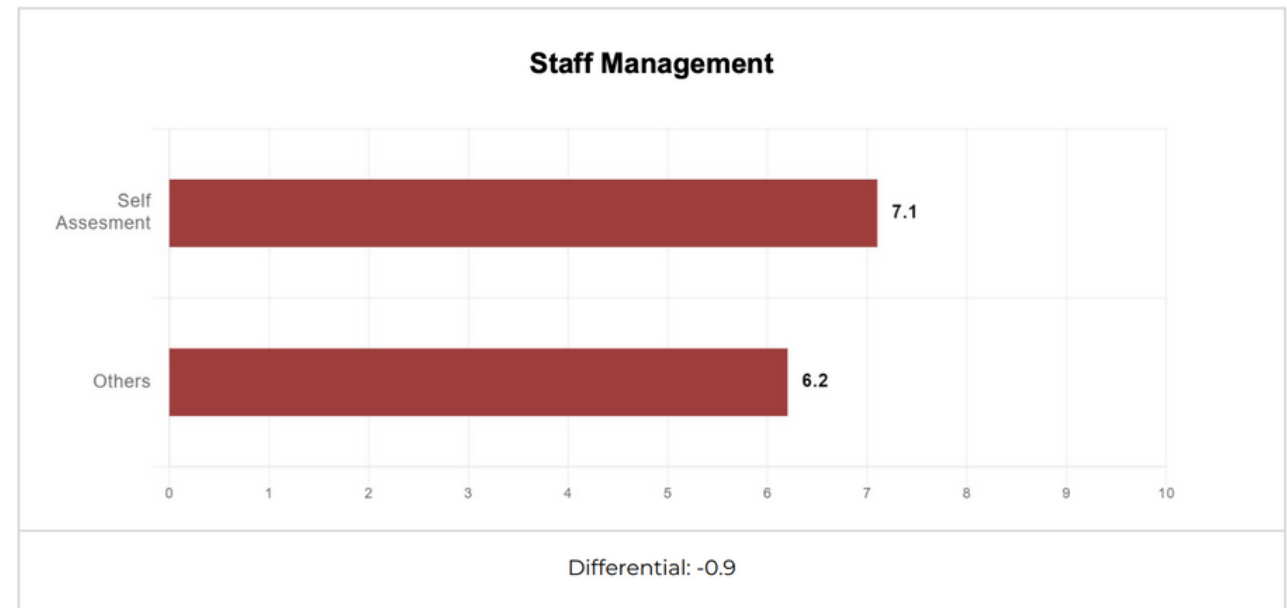


# Measuring Staff Management

The report assesses how work direction, feedback, and a focus on overall performance management through 4 areas:

1. Acknowledging Excellence
2. Developing Goals & Objectives
3. Creating Engagement
4. Self Management

Question	Other reviewers rating	Self-assessment rating
Conveys appreciation often enough to make others feel valued.	6.4	9.0
Values employee's ideas and perspective	7.4	8.0
Delegates work appropriately	5.4	7.0
Demonstrates functional expertise in their area	7.0	7.0
Does not get pulled into the weeds	6.8	7.0
Holds people accountable for performance	5.8	6.0
Provides others feedback in a timely and constructive manner	5.0	6.0
Communicate clearly, concisely, and accurately to set clear goals for their direct reports	5.2	7.0
Is always available for coaching and counseling	6.2	6.0
Gives employee opportunities to develop and grow.	7.0	7.0
Shares with direct report the information they need to successfully do their job.	5.8	8.0





# Relationship Management

Launch 360 highlights blind spots within an individual's approach to relationship management. These blind spots indicate areas that may need additional attention for further development, ensuring a comprehensive and effective relationship-building skill set.



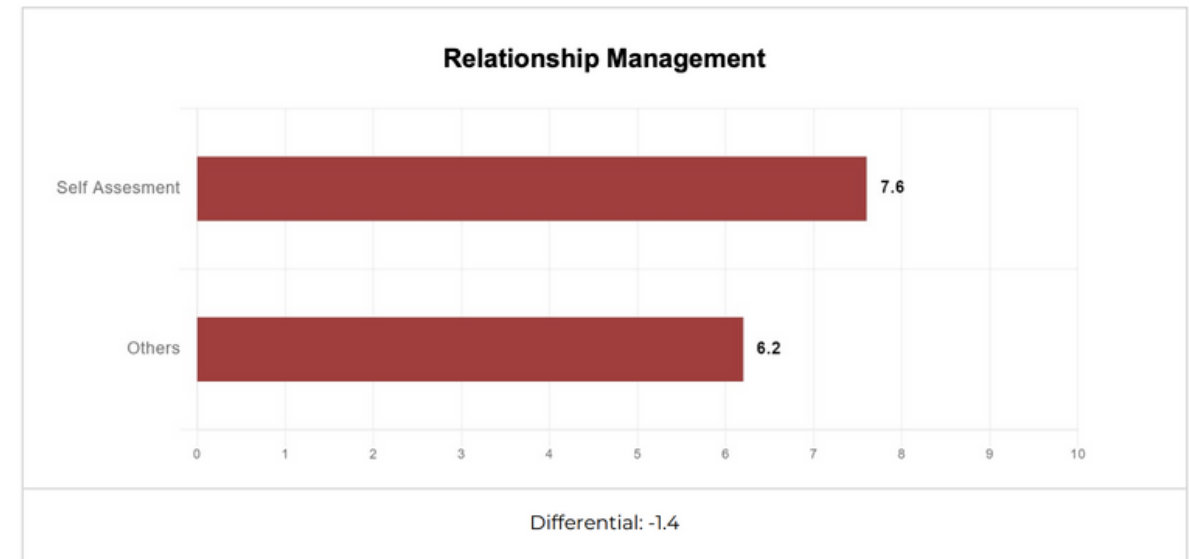


# Measuring Relationship Management

The report assesses how mutual engagement and conflict is handled through 3 areas:

1. Expanding Your Connections
2. Conflict Management Strategies
3. Enhancing Emotional Intelligence

Question	Other reviewers rating	Self-assessment rating
Able to adapt communication style to situations and individuals so as to optimize productivity and efficiency.	5.9	7.0
Builds strong relationships with direct reports	5.9	8.0
Builds strong relationships with peers	6.5	8.0
Builds strong relationships with those more senior	6.2	8.0
Willing to directly address people in difficult situations.	5.6	6.0
Handles conflict effectively.	5.5	7.0
Shows respect for the ideas and opinions of others	6.8	8.0
Acts sensitively to other person's needs/feelings to have a successful interaction.	6.5	8.0
Tolerates frustration without getting upset	6.5	8.0



# Social Awareness

The primary goal of Launch 360's social awareness assessment is to cultivate empathy and understanding.

By addressing strengths and areas for improvement, leaders can enhance their ability to discern appropriate moments, demonstrate sensitivity, and respect diverse perspectives, fostering a more inclusive and empathetic organizational culture.

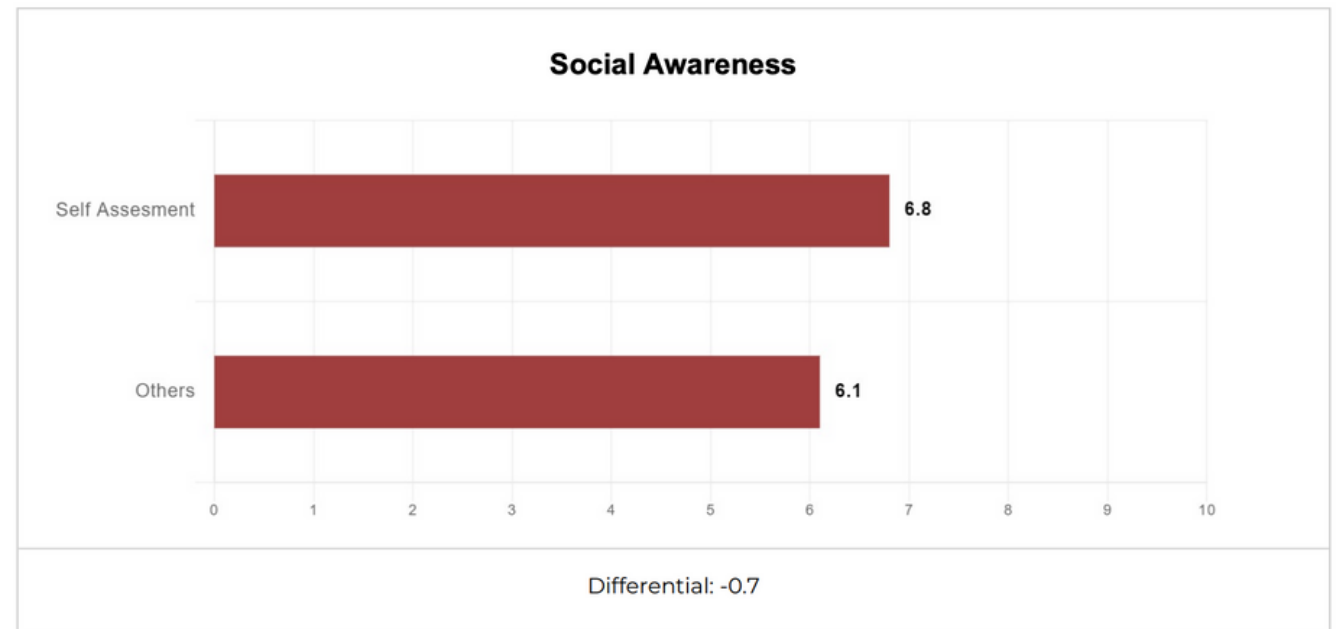


# Measuring Social Awareness

The report assesses ability to take the perspective of others and to understand social norms for behavior through 4 areas:

1. Observing Indicators
2. Recognizing Appropriate Times to Speak
3. Taking Responsibility
4. Self Management

Question	Other reviewers rating	Self-assessment rating
Admits to his/her shortcomings.	4.9	7.0
Able to manage/regulate their emotions when upset.	6.4	8.0
Takes responsibility for when there is an error/things don't go well (does not blame others)	6.1	7.0
Manages stress well.	6.1	5.0
Is aware of their emotions as they happen	6.1	5.0
Able to "hold their tongue"/not act when it will not help the situation.	6.5	7.0
Understands how others influence their emotional state	6.0	5.0
Hears what the other person is 'really' saying. Listens to others with the desire to understand their perspective	6.0	8.0
Is open to feedback.	6.5	8.0
Notices other people's feelings/ Picks up on the mood in the room.	6.1	9.0
Recognizes how their behavior affects others.	6.0	6.0



# Communication

Launch 360 identifies areas where an individual excels in communication. This includes recognizing strengths in articulating thoughts precisely, tailoring messages effectively, and conveying information clearly and concisely.

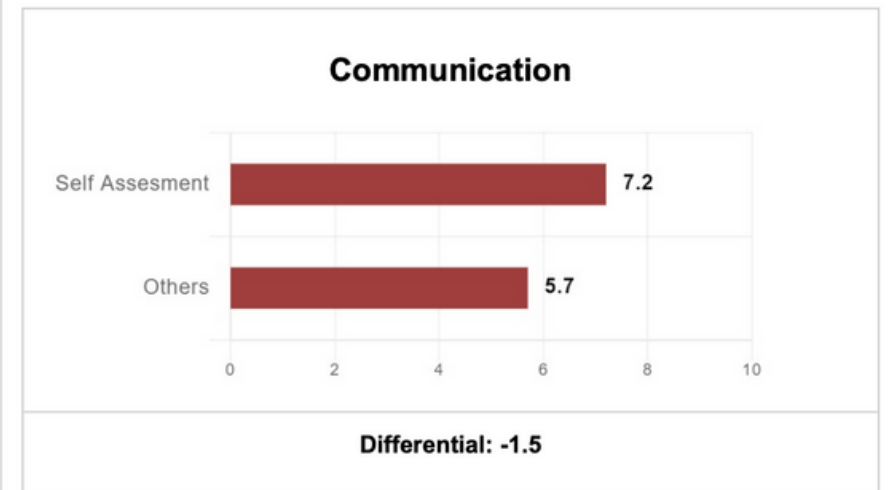
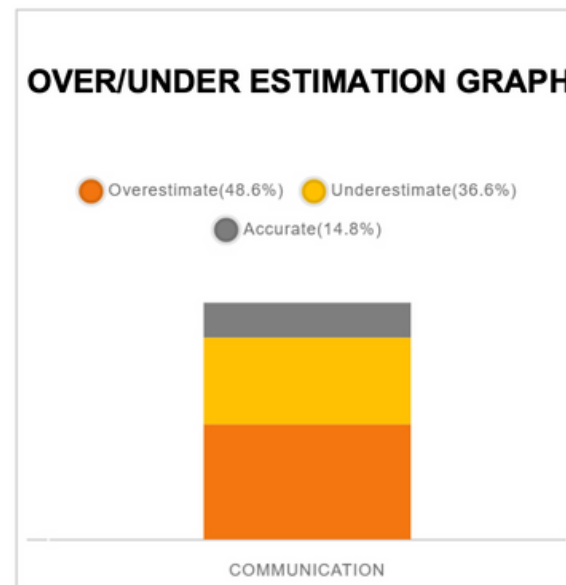


# Measuring Communication

The report assesses voicing strategy and mission to describing work tasks that need to get done.

In this assessment, within each category, you will see specific questions designed to measure communication effectiveness. These questions play a dual role: they help measure the direct category they are assigned to and they create this 6th category: Communication.

Question	Other reviewers rating	Self-assessment rating
Handles Questions with Confidence & Authority	5.8	7.0
Speaks and listens in ways that move the discussion forward	5.4	7.0
Stands their ground when challenged, and presents coherent arguments for why they see things as they do	5.6	7.0
Understands the audience/tailors explanations based on the audience	5.7	7.0
After a discussion with him/her, everyone is clear about direction and next steps	5.2	6.0
Conveys a clear vision of the business unit or company's future	5.4	8.0
Hears what the other person is 'really' saying. Listens to others with the desire to understand their perspective	6.0	8.0
Able to adapt communication style to situations and individuals so as to optimize productivity and efficiency.	5.9	7.0
Shows respect for the ideas and opinions of others	6.8	8.0
Provides others feedback in a timely and constructive manner	5.0	6.0
Communicate clearly, concisely, and accurately to set clear goals for their direct reports	5.2	7.0
Shares with direct report the information they need to successfully do their job.	5.8	8.0





# Why Launch 360?



## No Software Installation

Our cloud-based tool eliminates the need to install any system platform, avoiding complexity and offering a simple self-administered approach.



## Customization

We offer the ability to customize a section with specific questions to suit your organizational needs.



## Confidentiality

The process is 100% confidential, ensuring anonymity and promoting honest and open feedback.



## Easy To Read Report

The report is designed to deliver easy to understand feedback with actionable feedback.



## No Consultant Fees

Our assessment is affordable and does not require hiring an outside consultant.

# Ready To Use Today

The Launch 360 Leadership Assessment Tool changes the way organizations can administer and use a 360 coaching tool. It is designed to work with any size organization looking for the ability to immediately use a tool to help support leaders.

The Launch 360 Leadership Assessment survey eliminates the need to install any system platform, avoids complexity & offers a simple self-administered approach.

[BUY LAUNCH 360 NOW](#)



# Contact Us

Interested In Learning More?

Contact us to learn how the assessment works, creating custom packages, and more!



[launch-360.com](https://launch-360.com)



[youtube.com/@Launch360LLC](https://youtube.com/@Launch360LLC)



[linkedin.com/company/launch-360](https://linkedin.com/company/launch-360)



[instagram.com/launch360survey](https://instagram.com/launch360survey)