



The Authentic Leadership 360

The Courage to Lead



Driven by passion, driven by purpose, Authentic Leaders combine personal courage with ethical decision-making to deliver successful, sustainable and meaningful results

Developed with the RAF, the AL 360 is the only research based UK measure of Authentic Leadership

A New Philosophy of Leadership

- Leadership with purpose, passion and meaning
- Building a sustainable future based on ethics, relationships and trust
- Pro-social, honourable, principled and compassionate leaders
- Role models people can respect, rely on and admire

Organisational Benefits

- Enhanced creativity and better problem solving
- Lower sickness, absence and employee turnover
- Stronger relationships and increased employee engagement
- Improvements across all key performance indicators

Only by focusing on all three Pillars of Authentic Leadership can leaders develop their Courage to Lead

Self-Awareness

Relationships
Strengths
Weaknesses
Empathy
Influence
Impact

Ethics

Integrity
Honour
Courage
Honesty
Transparency
Fairness

Self-Regulation

Discipline
Energy
Flexibility
Emotional control
Patience
Resilience

Outputs of the AL 360

- Authentic Leadership Quotient
- Personal Profile and Report
- Personal strengths and weaknesses
- Comparative scores against norms
- Free entry feedback from raters
- Personal Development Plan

Value and Benefits of the AL 360

- Feedback gives new insights on relationships, influence and performance
- Can be integrated into Leadership Programmes
- Provides a framework and route-map for successful leadership development
- Can be used company-wide

“When supported by coaching and mentoring, the success of any organisation can now be ensured.” Dr Fiona Beddoes-Jones

To learn more about how the Authentic Leadership 360 can make a difference in your organisation, visit www.cognitivefitness.co.uk or call +44 7950 337 099