



# 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.”* Fiona Beddoes-Jones

To learn more about how the Authentic Leadership 360 can make a difference in your organisation, visit [www.cognitivefitness.co.uk](http://www.cognitivefitness.co.uk) or call +44 1476 861 010