Real World Group

Develop outstanding leaders

Real World Leader

A leader's behaviour makes all the difference to their team's performance, significantly more than their competencies or personality preferences.

In today's uncertain and rapidly-changing times, leaders' day-to-day behaviours have never been more critical in creating an environment in which people and performance can thrive.

Focusing on how leaders behave is particularly essential through the current pandemic and beyond.

The Real World Leader assesses behaviours that have been proven to have the following impact:

Maximise performance through liberating employees' potential

Enable individuals and teams to be more self-sufficient when working remotely

Engage stakeholder contributions for the most effective decision-making

Protect & enhance employee wellbeing & motivation

Nurture innovation & readiness for change

Enhance information & knowledge flow

- Assesses leadership behaviour, not personality
- Contemporary evidence-based leadership
- Designed for senior and executive leaders
- Based on inclusive leadership model

We found the Real World Leader to be a really powerful tool which provided some extremely useful and clear insight.

It enabled us to have conversations we wouldnt have had otherwise about the extent to which we balance a focus on pushing forward with clear strategy and vision with bringing our people with us in pursuit of high performance.

Carla Stockton Jones
Director of Home Service, Sky

Embraces diverse leadership

Based on an inclusive leadership model, the Real World Leader enables you better engage the talent of a wider range of people for better outcomes.
Further information on the next page.

Real World Leader Model

- **Motivating & Developing Others**
- **Valuing Others' Contributions**
- **Being Available & Approachable**
- **Responding to Others' Needs**
- **Encouraging Innovation & Learning**
- **Providing Clear Expectations**

- **Creating a Clear & Co-Designed Future**
- **Gaining Commitment to the Vision**
- **Confident Decision & Risk-Taking**
- **Taking a Strategic & Lateral Approach**
- **Building External Influence**

D&I benefits of the Real World Leader

Development & Coaching

By assessing behaviour, rather than personality

Values different ways of leading

Successful organisations recognise that effective leadership approaches can be influenced by demographic differences. They nurture valuable difference in order to be truly inclusive.

The leadership behaviours assessed by the Real World Leader are not only those that are most effective in today's challenging times, but reflect a range of approaches to leading – rather than only reinforcing traditional approaches from homogenous groups.

Helps build confidence to be yourself

Approaches to developing leadership tend to be biased towards "typical" leader demographics. They can discourage leaders who are not white males (and white males who have a different leadership approach) from expressing their own style.

The Real World Leader is based on an inclusive leadership model and so values a non-biased approach. In this way, it helps build the confidence of underrepresented groups (e.g. women, BAME individuals) to lead in their own, effective way.

Helps develop D&I positive leaders

The Real World Leader behaviours include those which are a key foundation for valuing diversity and being inclusive.

Research shows that the key to reducing inequality and enhancing fairness for diverse people can be found in how they are treated by their line manager.

In this way, using the Real World Leader for development helps highlight the key behaviours that inclusive leaders enact.

For more information or to use the Real World Leader, please contact your Real World Group Accredited coach or visit our website www.realworld-group.com/self-assessment/

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