

Bell Leadership Institute has created several powerful **assessment tools** to assist individuals and organizations in reaching world-class levels.

All of our testing materials and results are confidential. We work with you to establish a manageable timeline, including distribution and completion target dates. We email assessment materials with detailed instructions for distribution, and we manage the logistics. The questionnaire responses are returned electronically to our office for confidential processing.

Each tool may be used in conjunction with our open-enrollment programs and/or on-site programs conducted by one of our trainers.

Bell Personality Profile 2.0

Based on more than 40 years of research, experience, and application, Dr. Gerald D. Bell and the Bell Leadership Institute have developed the Bell Personality Profile, an assessment tool designed to evaluate your leadership style. The Profile is based on the behavior patterns of the best and worst leaders in the world.

**NEWLY
UPDATED**

Your Bell Personality Profile results will tell you how you and your key associates see your behavior as compared to the best and worst leaders in nine key dimensions, including:

- ▲ Communication
- ▲ Delegation
- ▲ Goal Setting
- ▲ Style of Humor
- ▲ General Styles
- ▲ Listening
- ▲ Responding to Mistakes
- ▲ Responding to Stress
- ▲ Motivation

To what degree do you possess the six “best leader” behavior patterns and/or the six “worst leader” patterns? Are you more of an Entrepreneur (best leader), or a Performer (worst leader)? A Team Builder, or a Pleaser? A Producer, or a Commander?

The nearly unanimous feedback from leaders who have taken the Bell Personality Profile is that it is one of the most profitable things they have ever done. One of the challenges of a great leader is to know yourself extremely well. The Profile’s practical, results-oriented feedback is the key to building your leadership mastery, increasing your professional/personal success, and improving your company’s profitability.

All materials are handled confidentially. You are the only person who will receive your results.

This survey is used in conjunction with customized programs and our Achievers I and Achievers II seminars. Please see Page 9 and 10 for more information.



CUSTOMIZED SURVEYS:
Bell Leadership Institute can also design surveys with a breakdown of results to help companies target areas of concern or cultural conflicts. Please call our office at (919) 967-7904 to obtain additional information.

I have found the Bell Personality Profile to be a valuable and unique tool. As a result of the Profile, my people (myself included) have made deliberate and genuine changes for the better. Needless to say, I am very pleased with the Profile benefits.

CLINT MOORE
President & CEO
Volvo Penta

The Bell Personality Profile has been a great tool for our senior leaders to better understand themselves and their fellow team members. We can all talk openly and frankly on our strengths and weaknesses, which makes us a more effective working team.

DENNIS GILKEY
Former President & CEO
Bonita Bay Properties

The Bell 360° surveys are very helpful in giving you feedback on how your peers and subordinates actually view your personality, your leadership skills, and actions. It has been very helpful to me in developing my leadership skills and dealing with people.

MIKE BODDIE
President, Hardee's Group
Boddie-Noell Enterprises

Through this process, I have received extensive feedback on my strengths and weaknesses from others who are willing to honestly share that input about how they view me, my actions, and my management style in order to help me improve.

I recently embarked on a personal improvement process focusing on the key areas of weaknesses that have been identified through the surveys that we've taken.

RALPH HOCKMAN
Vice-President and General Manager
Tate Access Floors, Inc.

The Leader's Job Survey

This confidential online 360° assessment tool focuses on the ten Critical Factors for Success that every senior-level executive must execute well to become a world-class leader. You will use The Leader's Job Survey to evaluate yourself and elicit feedback from ten direct reports and associates to gain their perceptions on how you are executing the Critical Factors for Success.

Please see page 13 for more information on The Leader's Job Program.

The Bell Leadership Job Satisfaction Survey

Do you know how your employees feel about their jobs and the company?

The Job Satisfaction Survey will provide you with the information you need to improve employee productivity, satisfaction, and commitment. The survey gives you an accurate understanding of perceived morale, ethics, and opportunity for personal growth in your organization.

The Job Satisfaction Survey allows your organization to evaluate:

- ▲ Overall job satisfaction.
- ▲ Communication within the company.
- ▲ Empowering participation in decision making.
- ▲ Morale, teamwork, and effectiveness.
- ▲ Work design, ethics, and equality of opportunity.
- ▲ Training and career opportunities.
- ▲ Your Selection process.

The **customizable** Job Satisfaction Survey is comprised of multiple-choice questions with a written portion at the end.



By using the Job Satisfaction Survey, you can measure the Achiever culture within your organization, as well as discover the root causes of employee dissatisfaction. Survey results may be focused on specific work groups, departments, and/or shifts. Your customized company report accurately pinpoints those areas where your company excels and those needing attention. We help you identify solutions to maximize your employees' productivity, satisfaction, and company commitment.