



Igniting Transformation

Solutions for Leadership and Organizational Excellence



FARR[™]
ASSOCIATES



Farr transforms the nature of organizations by developing the leaders who create an engaged workforce and the organizational drivers that ensure business results

Bold leadership and organizational solutions to better solve pressing business challenges

For over 50 years Farr Associates has helped leaders and organizations maximize their full potential to more effectively solve their pressing business challenges. Whether your organization is facing unprecedented growth, adapting to changes, or reeling from unforeseen challenges, your human system must be finely tuned to effectively develop and execute the strategies that will deliver your organization to its desired future state.

What Farr does better than anyone, is delve into your leaders', teams' and organization's road blocks in order to fully understand what specific strategies you need to

improve performance. By providing new ways of thinking, Farr transforms the entire workforce to raise the quality of their communication, collaboration and engagement.

In the end, when Farr works with an organization, we deliver on our promise to improve the leadership strategies and actions which impact workforce and business performance.

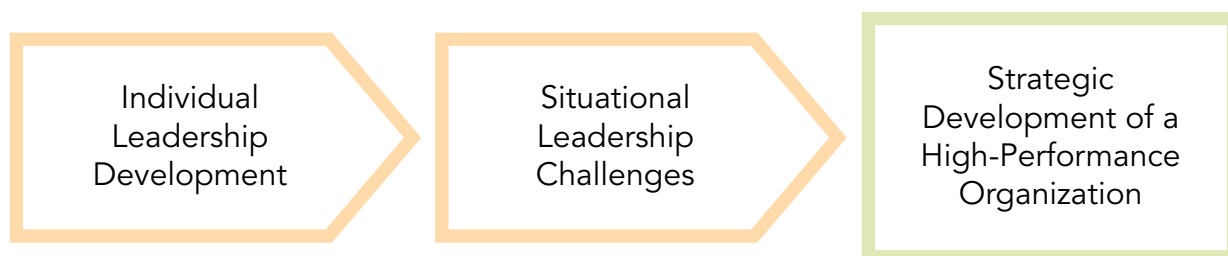


*Steeped in quality assessments and insightful analysis,
Farr delivers a unique and powerful process that creates
significant and sustainable results*

Reaching “Critical Mass” for Sustained Results

While Farr’s unmatched leadership development process transforms and maximizes an individual’s impact, it is our “critical mass” objective that ultimately improves organizational performance. By working from the top and trickling down through an organization’s workforce, we exponentially multiply the results that create a high-performance organization.

The value we create for your organization is helping you move past “one-shot” or situational responses and instead, strategically develop a high performance organization. We know those organizations that have prepared their leadership and workforce accordingly are much more agile and effective, not only in a time of crisis, but more importantly during day-to-day operations.



“The problem? It’s just too easy to sit with the status quo. High caliber professionals don’t take the time to evaluate themselves, and I was one of them. They don’t realize how their style affects people who work for them. This program had an incredibly positive impact on my company.”

*Fred Schoenhut
Chairman of the Board, ICE Futures
Formerly the New York Board of Trade*

Farr's Development Process Yields Organizational Impact

1

Maximize Leadership Effectiveness

Facing future challenges requires a different mind-set and strategy than were required by challenges of the past. By providing leaders with new tools to effectively manage the dynamics that impact a follower's response to their leadership, they can effectively motivate and engage their workforce to become a highly functioning system.

2

Multiply Leadership's Impact to Reach "Critical Mass"


Our leadership and organizational effectiveness solutions address the need for creating a positive impact on an organization's "critical mass." By leveraging the impact of a committed and engaged workforce rather than a compliant or confrontational one, organizations can realize significant results.

3

Create the Organizational Drivers that Maximize Business Results

Our organizational effectiveness solutions create the drivers that align and optimize leadership teams and their organizations. From improving the speed and quality of change to creating a succession of high-quality leaders, Farr delivers the strategies and personal insights needed to build the quality relationships that drive organizational excellence.





*Never losing sight of your bottom-line,
Farr delivers the critical business intelligence
and quantifiable results that lead organizations
to achieve breakout performance*

Farr's Leadership Development Pays Dividends

Savvy executives know that investing in future performance requires measuring ROI. The challenge and the task, however, is doubly difficult when investing in leadership development. That's why Farr has taken unprecedented measures to capture data that shows the positive ROI our programs provide.

Farr - Individual Leadership Development Impact Study

A 2007 study looked at Farr's leadership impact by comparing pre- and post-program observations six months after attending the Mastering Leadership Dynamics Program.

69%

Sixty-nine percent of managers, peers and direct reports saw significant improvement in the relationship skills that impact organizational performance, including the ability to better:

- Develop deeper trust and loyalty
- Inspire improved performance
- Achieve greater diplomacy
- Effectively deal with differences in viewpoints and styles

Meta studies link these relationship-development skills to organizational performance:

- *A direct correlation is found between trusting one's supervisor, improved job performance and engagement (Dirks and Ferrin, 2002).*
- *Leadership style predicts employee engagement which respectively correlates to business unit performance including: turnover, customer loyalty and financial performance (Harter, Schmidt, and Hayes, 2002).*



Farr - Organizational Leadership Development Impact Study

In a 317-person study at a \$100 billion financial-services company, graduates from Farr's Leadership Development program were compared to a matched data set of their peers who had not yet attended Farr. The study looked back over five years of employment data and found remarkable results:

2.7X

faster promotion
rate than their peers

31%

higher retention rate among
Farr leadership graduates

\$13.2M

saved in
replacement costs

835%
ROI

Study based on average salary of \$150K. Replacement cost based on same \$150K per executive. While industry average is 1.5 X salary we have understated savings. ROI is calculated by dividing the replacement cost savings by the workshop cost.

IGNITING TRANSFORMATION



Farr Creates the Leadership Foundation for Organizational Excellence

Farr helps leaders thoroughly recognize, understand, and manage the dynamic interplay between themselves, others and the situation. We then provide the powerful tools needed to create the motivators that drive employee performance and organizational excellence.

By working at a very personal level, Farr instills Conscious Leadership through a unique and powerful development process, one that compels executives to delve deeper and grasp how to deliberately and consistently execute the specific leadership strategies that will maximize the engagement and commitment of their followers.

With Farr, leaders develop the life-long skills of effective communication and the ability to lead both strategically and tactically by learning to better:

- Manage themselves and build deep-seeded commitment from others.
- Manage the full spectrum of motivators that build trust and inspire performance.
- Create an organization in which people assume personal accountability.
- Communicate information in a way that resonates with all types of people.
- Align teams around organizational goals.

Achieving these seemingly fundamental strategies demands a trusted partner who has the proven experience and a unique portfolio of solutions. We have both. Any company looking to rise to the next level should accept nothing less from their leadership and organizational effectiveness partner.



Remarkable Leadership Development Programs

Foundational Leadership Dynamics™

Customized 2-4 day program for intact groups of entry- to mid-level managers at a location of your choice. Includes pre-program assessments and focuses on transitioning from doing to leading and coaching.

Leadership Dynamics in Practice™

Customized 4-5 day leadership program for intact groups of mid- to senior-level leaders. Held at a location of your choice. Includes both pre- and post-assessments and coaching. Focuses on increasing engagement and communicating more effectively with all personality types.

Mastering Leadership Dynamics™

Five-day open-enrollment program for mid- to senior-level leaders. Held at Farr Associates. Includes pre- and post-assessments to measure ROI, and post-program coaching. Focuses on strategies for working effectively with differing viewpoints to improve engagement and to raise accountability.

Strategic Leadership Dynamics™

Five-day program for C-Level executives. Includes pre- and post-leadership impact assessments and multiple coaching sessions. Focuses on developing strategies for motivating and aligning management teams.

Personal Executive Development

A process that goes beyond coaching, Farr's Personal Executive Development (PED) delivers a robust experience that includes a detailed Leadership Impact Study™, objectives planning, a leadership development program and personal executive coaching.

Farr provides the advanced coaching that allows high-level executives to meet the demands of an ever-changing and challenging world. For executives at the top of their organization, few firms can provide the quality feedback and insight they need to continue their growth as a leader. This is why companies like Texas Instruments and pharmaceutical giant Merck & Co. turn to Farr as their coaching partner of choice.

The quality of an organization's performance cannot exceed the quality of its leadership.

"As the CEO of BB&T since 1989, I have had the distinct pleasure of working closely with Farr Associates and their Leadership Development Program. I have personally participated in many of their programs and can say without doubt that I would not be where I am today had it not been for their highly effective methods and truly innovative approach to leadership development."

*John A. Allison
Chairman and Chief Executive Officer
BB&T Corporation*

*Optimized leaders produce
greater shareholder value every day*

Custom Solutions for Organizational Effectiveness

Every organization is unique and faces its own set of challenges. This is why Farr's solutions are all customized to fit specific organizational needs. Engagements begin with outcomes in mind as we develop and implement a solution specifically tailored for your unique needs. Rigorous in nature, our solutions delve into the heart of what is both holding your organization back and what will propel it forward.

Next Level Team Development

Designed for leadership and management teams that must substantially improve alignment, decision quality and speed. By focusing on aligning goals and optimizing individual talents, Farr can effectively move the team to its desired future state.

Optimizing Organizational Change

We can help you improve the speed and quality of how your organization executes organizational change. By reducing resistance to change and mapping out an execution plan, Farr works with all levels of an organization to align efforts and achieve goals more effectively.

Reinventing Retention

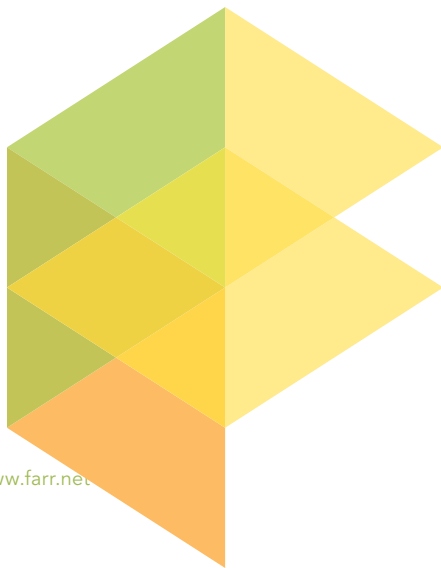
Focused on reducing turnover costs and improving employee satisfaction, Farr builds custom solutions for attracting and retaining the talent you need most.

Individual, Team and Organizational Assessments

Strong solutions are developed from knowing where you are and where you need to end up. Farr's exceptional analysis capabilities combined with robust qualitative and quantitative data ensure you have all the pieces of the puzzle to develop your solutions.

Succession Management

Farr helps develop bench strength by working with you to identify high-potential leaders, establishing leadership benchmarks and providing a development plan for a defined skill set.



Because of Farr...“I opened up communication with my team, got people pulling in the same direction, and now have my top level managers in the same ownership mind-set as their clients.”

*Tom Discioscia
Controller, Maxx Properties*

What You Must Know...

At a depth your leaders and organization have not before experienced, Farr Associates provides a unique perspective and bold solutions that deliver long-term success. We know, through our 50 years of experience, that only through deep exploration into the driving factors of your leaders' and workforce's belief systems and perceptions will you discover how to create the new strategies that will raise performance and lead to organizational change.

Call or visit us online at Farr.net to learn why so many organizations have developed life-long partnerships with us.

Are you ready to ignite transformation within your organization?





FARR
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