

**leading
energy
profile.**

**A profiling tool that
focuses on the
‘so what’?**

A simple and effective tool for developing adaptive communication skills

We all love a good profiling tool. It gives us permission to focus on ourselves, be a little self-indulgent and feel understood. But how much do people really come away with? Maybe your 'type' is quietly seen as the superior one in your organisation. Perhaps a level of permission to justify your actions – *'of course I'm quiet, I'm green!'*. Others, however, may be left feeling they were labelled and put in a box. Asked a few months later what they have changed as result of using the tool, and in our experience very few have an answer.

So, we set ourselves the challenge of creating something better - something simple but powerful, easy to remember and that actually made a difference. Leading Energy Profile® (LEP) was born.

LEP isn't about strengths or ability. It examines the cognitive energy (how we like to think) behind why people do what they do. Behaviour is the **what**, the energy behind it is the **why**.




Transform the way you communicate

LEP does not label or put a box around the user. It explores both our bias and reluctance in the way we like to think and teaches us how to adapt this thinking (and subsequent behaviour) to achieve better results. Yes, it's a profiling tool, but with some key differences.

Firstly, we built it backwards. We designed the tool with the end user experience in mind. We applied over forty years' experience of coaching and leadership development, working with many of the world's most successful organisations. We then referenced back to over 50 years of scientific research and evolved the findings.

The result is a tool that's simple but impactful, empowering and above all action orientated. It focuses on the '**so what?**' and empowers users to adapt the way they lead, communicate and build relationships with others.

LEP enables self-exploration to understand our own energy drivers, but then shifts attention to how we may be perceived by others. By understanding what drives behaviour, we can change or modify elements of our behaviour and improve the way we interact with, communicate with and influence others.



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Theoretical background



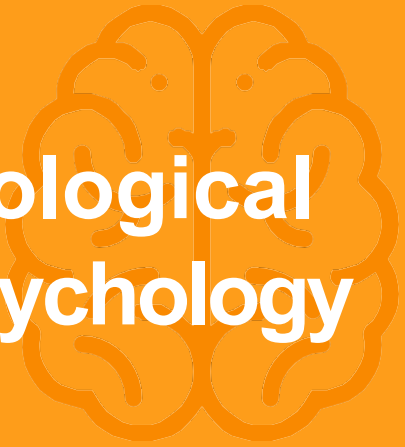
Individual Differences

It's an evolution of the research conducted by the likes of Ernest Tupes, Raymond Christal and Lewis Goldberg, who pioneered the concept of the 'Big 5' personality types.



Cognitive Behavioural Therapy

It incorporates the core elements of Cognitive Behavioural Therapy – a scientific form of psychotherapy that focuses on how thoughts impact and affect behaviour.



Biological Psychology

It correlates against recent developments within neuroscience (in particular the studies by De Young et al. (2010)), that measured increased brain volume in specific locations, when a personality type was dominant.

**We are all
primarily driven
by one of four
unique cognitive
energy sources -
how we like to
think!**

LEP associates these four energies with parts of the body - a common language to ensure learning is memorable and quickly understood. Whilst it uncovers a preferred thinking energy, it doesn't 'pigeonhole' or stereotype the user. It's clear that everyone has all four energies and that, with practice, we can learn to dial up and dial down these energies.

The power this gives individuals can be remarkable - empowering them to greatly improve or change the way they think and therefore how they behave, communicate and lead.



How does it work?

Everyone has a combination of these four cognitive energies. One will be dominant (the Leading Energy) and one will be weakest (the Reluctant Energy). Both will reveal certain characteristics that are apparent to those around us.



Head



Heart



Legs



Hands






Why choose LEP?

By understanding our own Leading Energy and being able to spot the Leading Energy of others, we can learn how to channel and adapt it, a crucial skill not just in business, but in life!

LEP provides leaders, managers and teams with enhanced self and social awareness, transforming their communication, improving levels of trust and cooperation and ultimately productivity.

LEP will supercharge any learning intervention, revealing learning that is as powerful as it is memorable. The simple on-line questionnaire and interactive workshops can be used as a stand-alone programme or can easily be integrated into broader development initiatives.

LEP was created by the founders of the Business Coaching Academy (BCA). Whilst the tool is intentionally pragmatic, our experiences and knowledge have been linked back to and overlaid across 50 years of scientific research enabling us to evolve the findings.



*"LEP is such a fantastic tool.
How the LEP team have
made it so simplistic yet so
effective is marvellous."*

Area Director
Thwaites

*"Two years on and our Sales teams
still make references to LEP and
the things they took away. You can
see it in the way they communicate
with each other and their clients.
Invaluable."*

Sales Director
AIG

A simple questionnaire and a highly interactive workshop

At the heart of LEP is a self-awareness questionnaire that is completed on-line, in approximately 10 minutes. It's simple to use and interpret, reflecting the commercial environment where time and usability are critical.

A licensed Leading Energy Profile® Facilitator then shares the results with the user (either in a 1:1 or team setting), working through a structured and highly interactive workbook.





"I was pretty sceptical about going through yet another profiling exercise, but I have to say this one was different. We spent time focusing on what we could do differently rather than dwelling on the label and what it meant."

Director
BCG - Digital Ventures

"LEP is the profiling tool you need in your business for it to stick and make a difference"

Managing Director
Scarlett Abbot



Using LEP as an integrated development tool

TEAM FACILITATION

LEP is all about great communication - the basis of effective team culture. LEP will put a microscope on your team dynamics (the good, the bad and the ugly!) and empower members to become more adaptable, reduce conflict and increase productivity.

LEADERSHIP DEVELOPMENT

LEP can be used as a core element of any Leadership programme aimed at building self awareness, social awareness and adaptability. It doesn't matter what your LE bias is. The great skill of leadership is learning to flex your style as required, to achieve the optimum outcome with your team, colleagues and stakeholders.

1:1 COACHING

LEP is hugely powerful when used in a 1:1 setting. It enables individuals to better understand why they typically 'operate' in the way they do and how they can adapt their Leading Energy to achieve greatly enhanced performance.

COMMUNICATION & NEGOTIATION

It isn't easy and it takes practice, but adaptive energy is truly the master skill of great communicators. It will transform the relationships you have with others and the results you can achieve. LEP will teach you the skill of reading others and then ways you can adapt, to quickly build fantastic relationships.

RELIABILITY


Time for the data bit..

Internal consistency

Internal consistency looks at whether the items that are proposed to measure a particular construct within a scale, consistently produce similar scores.

To measure this, we use a statistical test called Cronbach's Alpha Coefficient. An acceptable Cronbach's Alpha is considered to be above 0.70.

A reliability analysis was carried out on the Leading Energy Profile scale comprising 60 items, across 188 participants. Cronbach's alpha showed the questionnaire to reach (a very!) acceptable reliability of, $\alpha = 0.857$ to $\alpha = 0.890$, (so significantly over the acceptable score of 0.70). No items were deemed worthy of deletion to increase the Cronbach's Alpha.



VALIDITY

We're continuously gathering data so our full validity testing is ongoing, and we'll continue to expand it as more participants complete the survey. We're pretty excited about the results so far though...

Face validity

Face validity is simply that the tool appears to measure what it says it measures. As LEP was designed to be practically applied within a business, we believe that this test was an important place to begin.

We asked our pilot group of 178 participants various questions including:

Q: Does your Leading Energy Profile result resonate with how you believe you think and respond?

A: In total 98% of participants agreed that the description of their results, reflected how they see themselves.

One of the core outcomes for LEP is that the learning is memorable over the long term and can be easily applied. While LEP is a relatively new tool, feedback to date has been hugely encouraging:

“I think in 12 months or 2 years time, I will still be able to refer to and use LEP, whereas I have struggled in the past to tap into the learning from other profiling tools, beyond the most basic principles.”

Matt Watkins
BIAL Pharmaceuticals

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