



# Tier 11 Stars: DLA/Denison Multi-Source Leadership Development Results-Feedback Session

*Paula Kluczynski & Bill Neale*

# ***Tier II MSF & One-on-One Coaching***

- Transition point between 1<sup>st</sup> and 2<sup>nd</sup> year
- How the process works
  - Your MSF report sent from DTC, copy to coach
  - Bank of 4 hours, 5<sup>th</sup> hour optional
  - Telephonic sessions, every 2 - 4 weeks average
  - Involves some pre-work (apply to electives)
  - End-of-coaching feedback to DTC
- Feedback from other Tier IIs who have gone through the coaching activity

## **Feedback from a Tier II Supervisor**

**“I was a bit apprehensive and part certain this would be a waste of my time, a few more hours out of my life listening to psychobabble and management clichés. I was wrong. My coach, ever the gentle prodder, guided me through the process of really getting inside the 360 results and then moving forward in a constructive way. My coach helped me open my mind to different approaches and walk through new doors. He’s given me the tools, the drills, the exercises, and experience in the initial use of them. The rest is up to me.”**

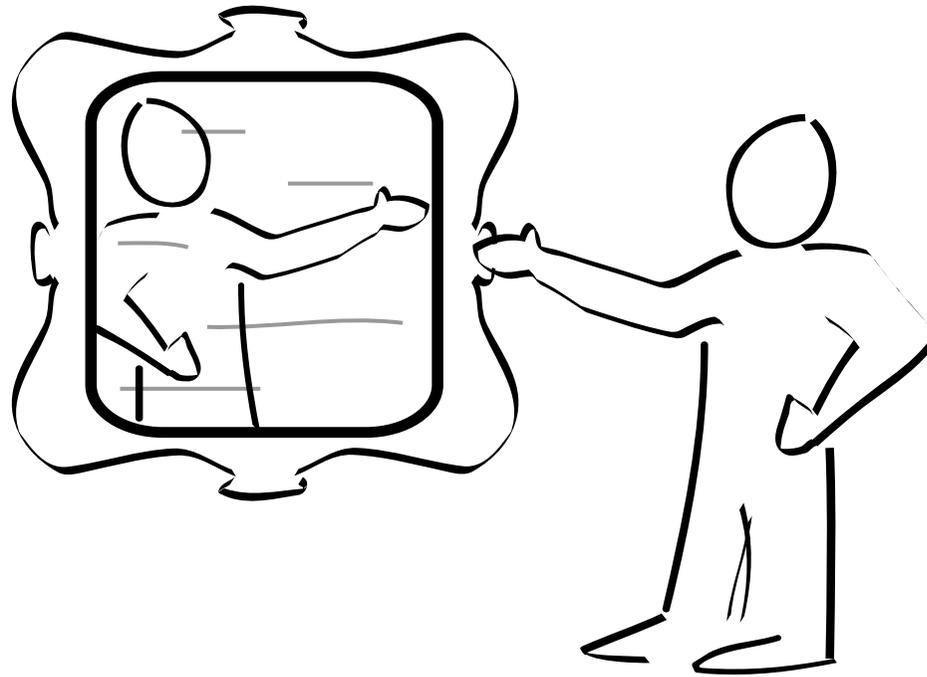
# ***One-on-One Coaching, Connecting the Dots from Strategy to Action***



*Or.....where to place your crowbar!*

- **Coaching overview**
  - What is coaching
  - Who are the coaches
  - Why important to the entire Tier II development program
- **WIIFM (What's in it for me?!!!)**
  - **First Session**
    - Confidentiality
    - Tell me your story: a brief bio of what brought you here
    - What are your key challenges?
    - Where do you put your crowbar? Choose the 2 most appropriate goals to focus your energy
  - **Our Focus**
    - Transition from Individual contributor to manager and Leader
    - Able to readily grow capacity to be Strategic and Tactical in how you operate moment by moment
    - Doing your job right vs. doing the right job
    - How do you attract, develop, and retain top talent?

**Step One:**  
*LOOK IN THE MIRROR*



# Objectives

- 1. Understand Your Multi-Source Denison Feedback**
- 2. Develop a Simple & Focused Action Plan**
- 3. Prepare For Your Meeting With Your Coach**
- 4. Start the Development Process – this is the Gift of Feedback for You**

“It’s a manager!”

**IT’S ALL ABOUT YOU!**

**It’s all about your  
development as a  
Tier 11 supervisor.**



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# Understanding Your Best Selling Book about Yourself



**Chapter One:** How to Interpret Your Denison Multi-Source Feedback Assessment

**Chapter Two:** Understanding the Denison Leadership Development Model

**Chapter Three:** Understanding the Data

**Chapter Four:** Developing Your Multi-Source Feedback Action Plan (up to 10 years experience)

**Chapter Five:** Developing Your Multi-Source Feedback Action Plan (more than 10 years experience)

**Chapter Six:** Your Denison Multi-Source Feedback Assessment Results and Action Plan

# Overview of the Denison Model

## The Model is Based on Four Key Concepts

### Adaptability

*Patterns...Trends... Market Place*

Translating the demands of the business environment into action

"Are we listening to the marketplace?"

Flexible

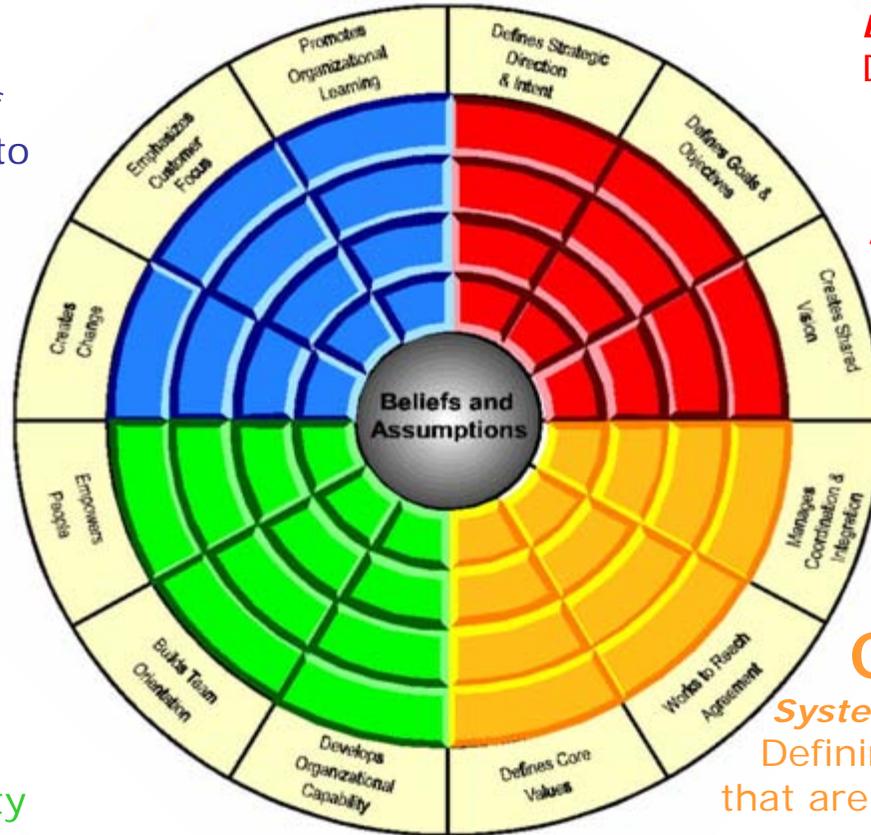
### Involvement

*Commitment..Ownership.. Responsibility*

Building human capability, ownership, and responsibility

"Are our people aligned and engaged?"

External Focus



### Mission

*Direction..Purpose..Blueprint*  
Defining a meaningful long-term direction for the organization

"Do we know where we are going?"

Stable

### Consistency

*Systems...Structures...Processes*  
Defining the values and systems that are the basis of a strong culture

"Does our system create leverage?"

Internal Focus

## Every Leader Needs to Have Skills in These Four Areas!

These Four Concepts are Used to Define Leadership Skills

# Getting Ready for Feedback

## What's the Purpose?

- The purpose of feedback is to help us to develop as leaders
- Feedback helps us get a better picture of our own strengths and challenges
- Feedback helps us to understand how we are viewed by others that you work with
- A little “bad news” usually helps because it makes us focus on areas of improvement
- Feedback is an important step in creating an action plan for our own development

# How NOT To Use Your Feedback

- **The HERO**
  - You have confirmed what I always knew: I am the greatest!
- **The DETECTIVE**
  - Who the \*#&% said that about me!?
- **The ANALYST**
  - What about the validity and reliability of these measures?
- **Too BUSY**
  - No time for this – more important things to do!!

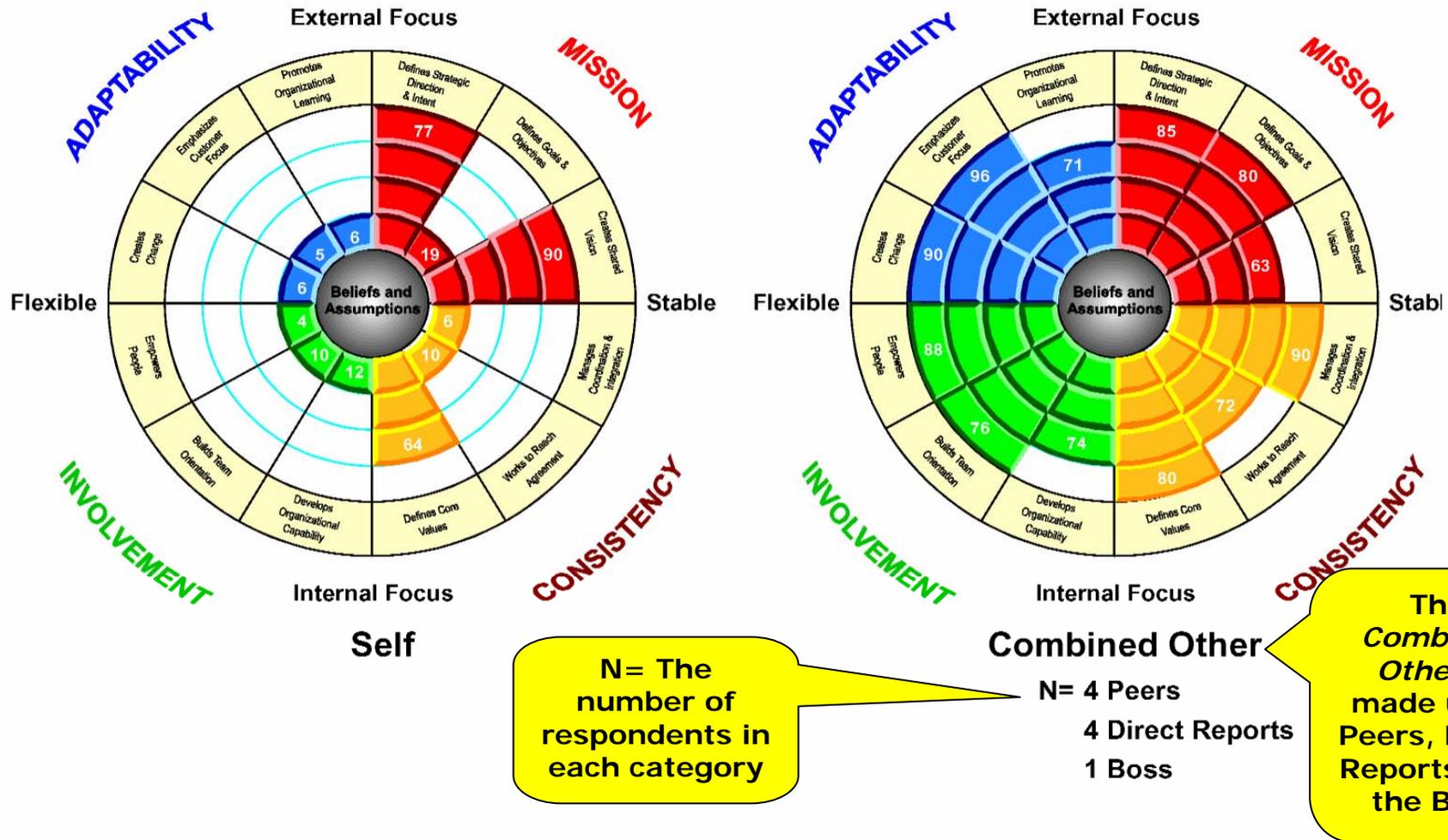
## **Favorite Excuses:**

- My respondents don't really know me that well.
- DLA makes me act this way; I'm not really like that.
- My respondents don't like me!
- The data about my strengths are accurate, but not the data about my weaknesses.
- I used to be this way, but I have changed very recently...
- This must be someone else's report! This can't be me!
- All the data are accurate – but who cares?

# What Your Report Will Look Like

# The Results Come from Multiple Respondents

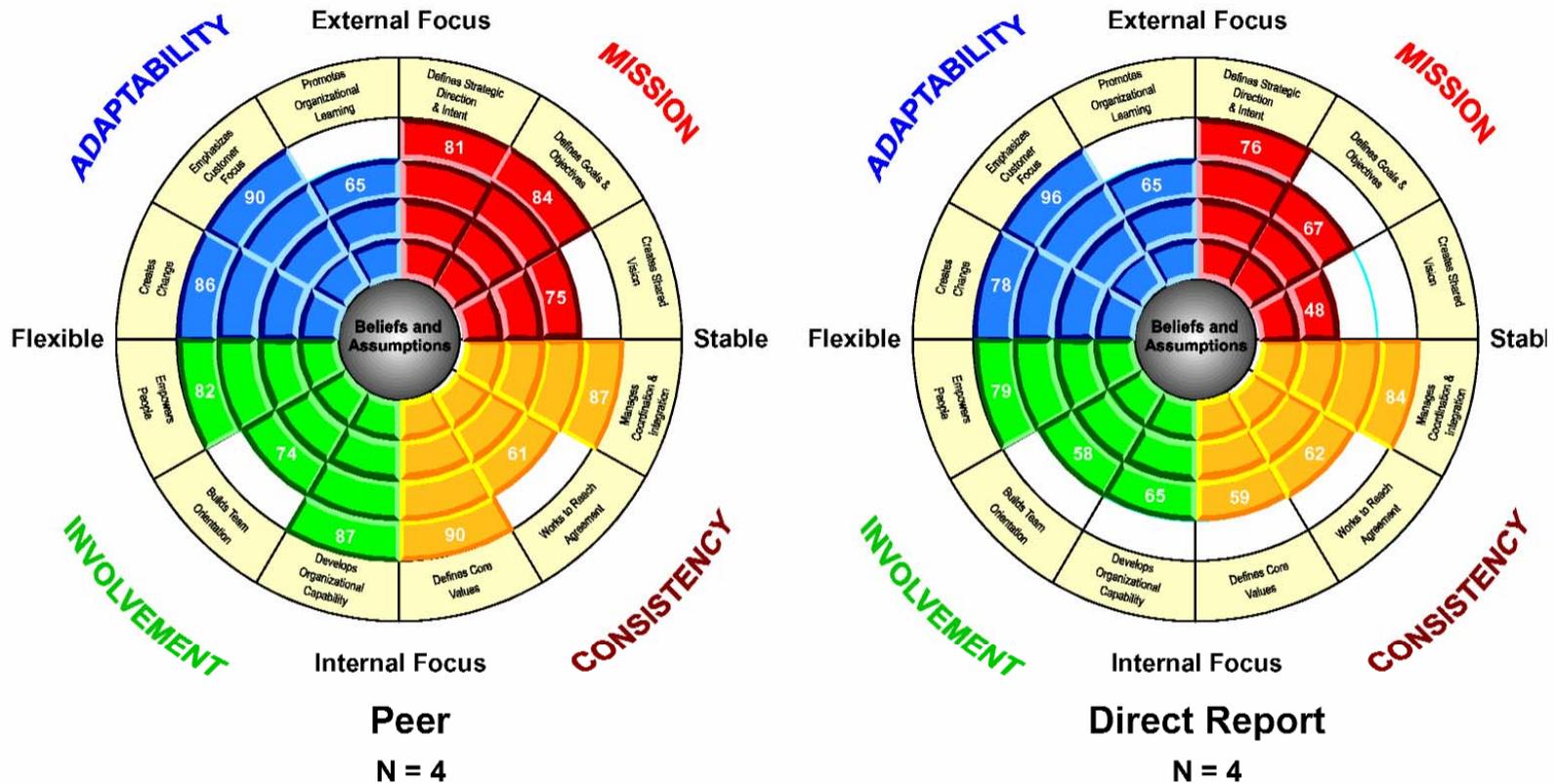
The First Page Shows the Results for the Self and the Combined Other



Each response category (Self, Boss, Peer, etc.) uses a separate benchmark. So, self scores are compared to self, peer to peer, and so on. 1-10

# The Results Come from Multiple Respondents

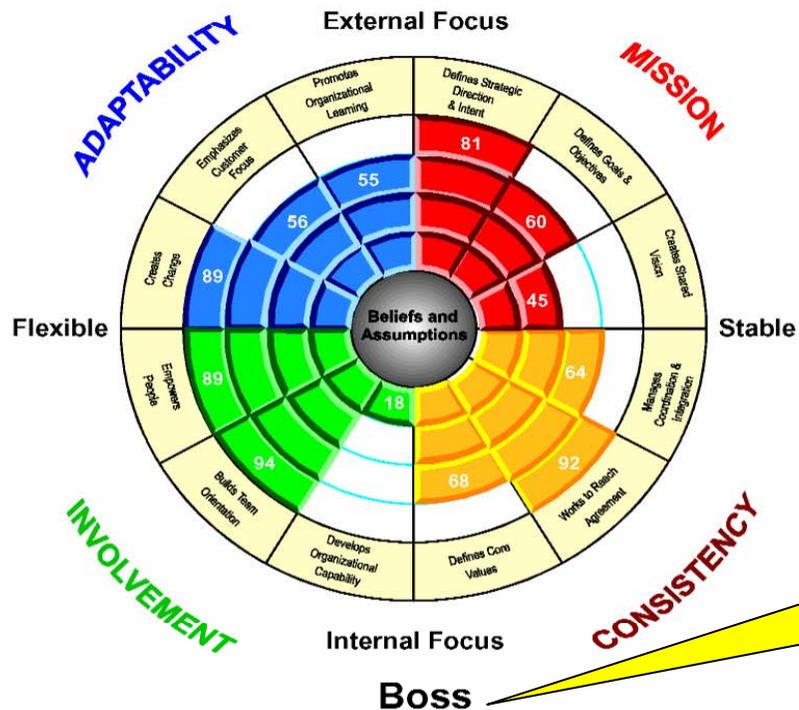
The Second Page Shows the Results for Peers and Direct Reports



When Peers or Direct Reports have less than 3 respondents, separate profiles are not generated for that group. These responses will be included in the *Combined Other*

# The Results Come from Multiple Respondents

The Third Page Shows the Results for the Boss



The Boss is the only category for which a separate profile will be presented for a group with less than 3 respondents.

# Understanding the Gap Report

## Capabilities and Gap Report

### Matched Perceptions

#### Strengths\*

	Gap	Self	Others
Promotes Organizational Learning	-20	57	77
Builds Team Orientation			
Develops Organizational Capabilities			
Creates Shared Vision			

**Strengths:**  
*Combined Other* score in 3rd or 4th Quartile and your *Self* score is within 25 points of "Combined Others" Score

#### Challenges\*\*

	Gap	Self	Others
Defines Goals & Objectives	1	43	42
Creates Change	-6	24	30
Defines Strategic Direction	16	53	37
Defines Core Values	23	65	42

**Challenges:**  
*Combined Other* score falls in the 1st or 2nd Quartile and your *Self* score is within 25 points of *Combined Others* Score

### Mismatched Perceptions

#### Underestimated Capabilities\*\*\*

	Gap	Self	Others
Empowers People	-59	9	68
Manages Coordination & Interactions	-36	9	45

**Underestimated Capabilities:**  
 Your self score is more than 25 points lower than the *Combined Other* score.

#### Overestimated Capabilities\*\*\*\*

	Gap	Self	Others
Works to Reach Agreement	28	83	55

**Overestimated Capabilities:**  
 Your *Self* score is more than 25 points higher than the *Combined Other* score

**GAP:** The difference between your self percentile score and combined others percentile score (a positive gap indicates self score higher than others; a negative gap indicates self score lower)

\* Strengths / Matched Perceptions: when "Others" score in 3rd or 4th quartile and "Self" score gap within +/- 25 points.

\*\* Challenges / Matched Perceptions: when "Others" score in 1st or 2nd quartile and "Self" score within +/- 25 points.



\*\*\* Underestimated Capabilities / Mismatched Perceptions: when your "Self" score is more than 25 points lower than "Others" score.

\*\*\*\* Overestimated Capabilities / Mismatched Perceptions: when your "Self" score is more than 25 points higher than "Others" score.

# Understanding the Line Item Results

This is one of the four traits of the model.

## INVOLVEMENT

Self

Combined Other\*

Peer

Direct Report

Boss

Other

### Empowers People

- Sees that decisions are made at the lowest possible level.
- Shares information so that everyone gets the information s/he needs.
- Creates an environment where everyone feels that his/her effort can make a difference.
- Involves everyone in shaping the plans and decisions that affect them.
- Ensures that the necessary resources are available to do the job.
- Conveys confidence in people's competence to do their job.
- Encourages others to take responsibility.
- Delegates authority so that others can do their work more effectively.

This is one of the 12 indices of the model.

	6	56	85	44	72	40
+	10	73	84	35	90	74
+	10	76	76	39	91	87
+	21	85	88	32	93	89
	18	34	40	13	58	42
+	85	83	65	85	92	90
	6	36	33	67	52	51
	51	51	50	82	64	45

These are the questions as they appear on the survey.

### Builds Team Orientation

- Builds effective teams that get the job done.
- Encourages team members to help one another.
- Encourages team members to share information.
- Encourages team members to use a team approach to solve problems.
- Encourages team members to use a team approach to solve problems.
- Encourages team members to work together within the work unit.
- Knows how to design work so that it can be done by a team.
- Values the contributions of the people s/he works with.
- Acknowledges and celebrates team accomplishments.

These are the percentile scores for each item for each of the categories of respondents.

	87	39	19	27	92	54
	45	61	66	19	55	89
	19	53	31	37	60	92
	59	58	43	52	94	89
+	49	77	69	36	84	84
	70	54	61	15	65	65
	30	69	61	15	65	65
	18	70	61	15	65	65

### Develops Organizational Capability

- Builds the capabilities of employees into an important source for competitive advantage.
- Knows how to utilize the diversity of the workforce.
- Coaches others in the development of their skills.
- Is sensitive and responsive to diversity issues when developing people.
- Helps direct reports create realistic development plans.
- Uses rewards and recognition to motivate good performance.
- Develops his/her own people so that they are ready to take on new challenges.
- Builds employee skills so that the organization always has the people it needs.

The +/- symbols indicate that this item was one of the top ten (+) or bottom ten (-) scores on the survey from Combined Others.

The shades of color represent the four quartiles. The lightest shade is the 1st quartile and the darkest shade is the 4th quartile.

# Understanding the Hi-Low Results

## High and Low Line Item Scores (Based on Combined Other)

### Highest Scores

90	Openly accepts criticism without being defensive.
85	Involves everyone in shaping the plans and decisions that affect them.
83	Conveys confidence in people's competence to do their job.
80	Creates a working environment in which learning is an important objective.
78	Encourages others to learn about the best practices in the industry.
77	Fosters teamwork within the work unit.
76	Creates an environment where everyone feels that his/her effort can make a difference.
76	Has an ethical code that guides his/her behavior.
73	Shares information so that everyone gets the information s/he needs.
71	Deals constructively with failures and mistakes.

These are the ten items for which you received the highest percentile scores from Combined Others. They are listed in order from the highest score to the 10<sup>th</sup> highest score.

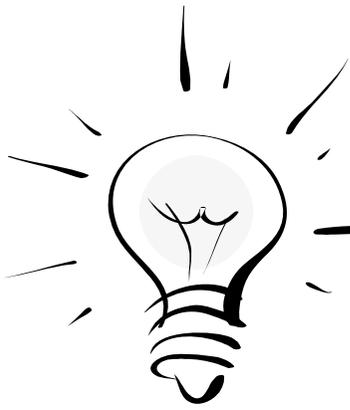
### Lowest Scores

14	Does the "right thing" even when it is not popular.
19	Challenges organizational practices that are nonproductive.
20	Continuously looks for new and better ways to do work.
20	Holds individuals and teams accountable for achieving goals.
22	Foresees problems before they arise.
24	Establishes a clear vision for the organization.
26	Effectively allocates resources in line with strategic priorities.
26	Recognizes the need to respond quickly to customer complaints.
29	Challenges the way that things have always been done.
31	Helps define strategies and tactics that keep his/her organization competitive.

These are the ten items for which you received the lowest percentile scores from Combined Others. They are listed in order from the lowest score to the 10<sup>th</sup> lowest score.

The color indicates to which trait the item is attributed for easy identification of patterns and trends.





# Interpretation Guidelines

**Big Picture**

**High Skill  
Areas**

**Low Skill  
Areas**

**Perception  
Gaps**

**Overall  
Patterns**

**Where is there  
more color?  
Less color?**

**Where are the  
strengths?**

**Where are the  
challenges?**

**Where are  
the gaps?**

**What patterns  
do you see?**

# Action Planning



First, summarize the overall patterns that you see in your data and select 2 of the 12 Denison indices that you would like to improve and focus on. Next, go to Section Four (up to 10 years) or Five (more than 10 years) of your workbook to identify actions for improvement in both areas.

## *Denison index*

1. \_\_\_\_\_
2. \_\_\_\_\_

## *Action Steps*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

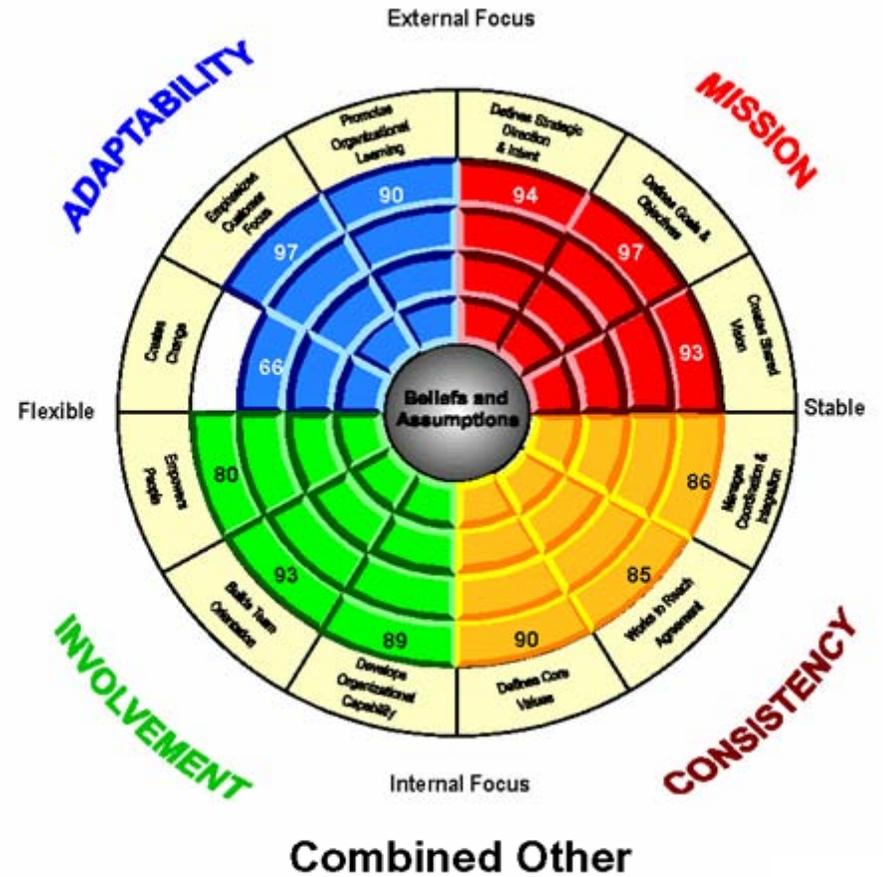
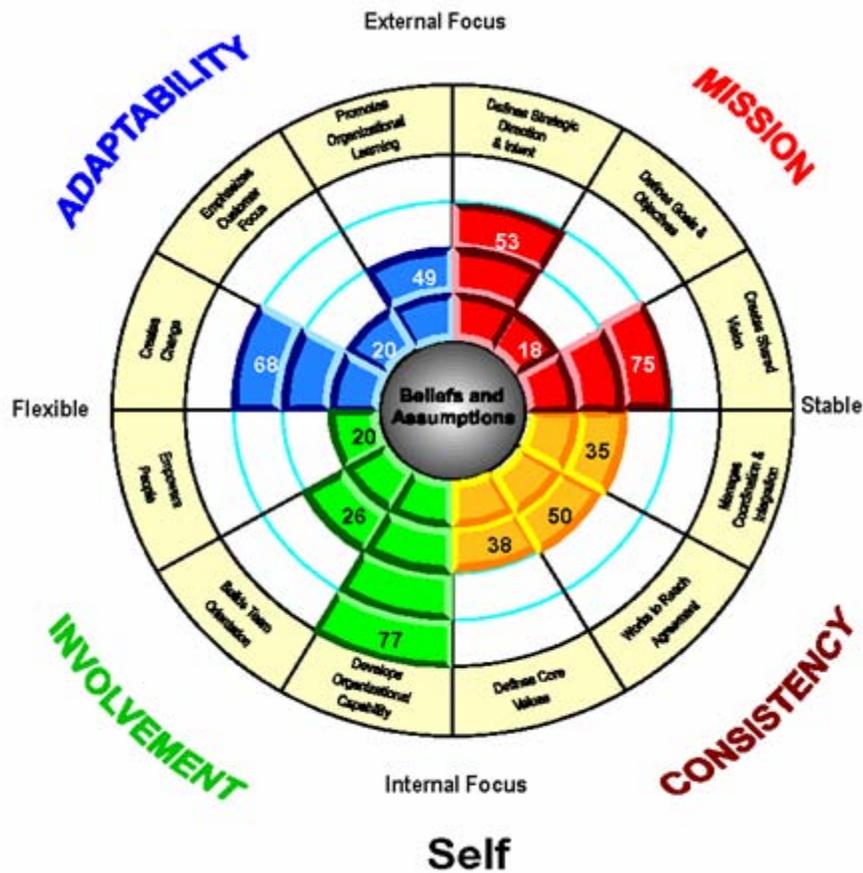
# Mapping Denison Indices to DLA's Competency Model in Your Action Planning Guide

## Section Four (< 10 yrs.)/Section Five (> 10 yrs.)

<u>Denison Index</u>	<u>DLA Competency (MSF Action Plan)</u>	<u>Page Sec. 4/Sec. 5</u>
<b><u>Involvement</u></b>		
Empowers People	Leadership	4/4
Builds Team Orientation	Teamwork	12/13
Develops Organizational Cap.	Resource Stewardship	60/58
<b><u>Consistency</u></b>		
Defines Core Values	Professionalism	52/52
Works to Reach Agreement	Oral/Written Com.	20/20
Manages Coord & Int.	Oral/Written Com.	20/20
<b><u>Adaptability</u></b>		
Creates Change	Innovation and Initiative	69/67
Emphasizes Customer Focus	Customer Service	46/45
Promotes Org. Learning	Innovation and Initiative	69/67
<b><u>Mission</u></b>		
Defines Strategic Direction/Int.	Strategic Focus	30/30
Defines Goals and Objectives	Responsibility & Acct.	38/37
Creates Shared Vision	Strategic Focus	30/30

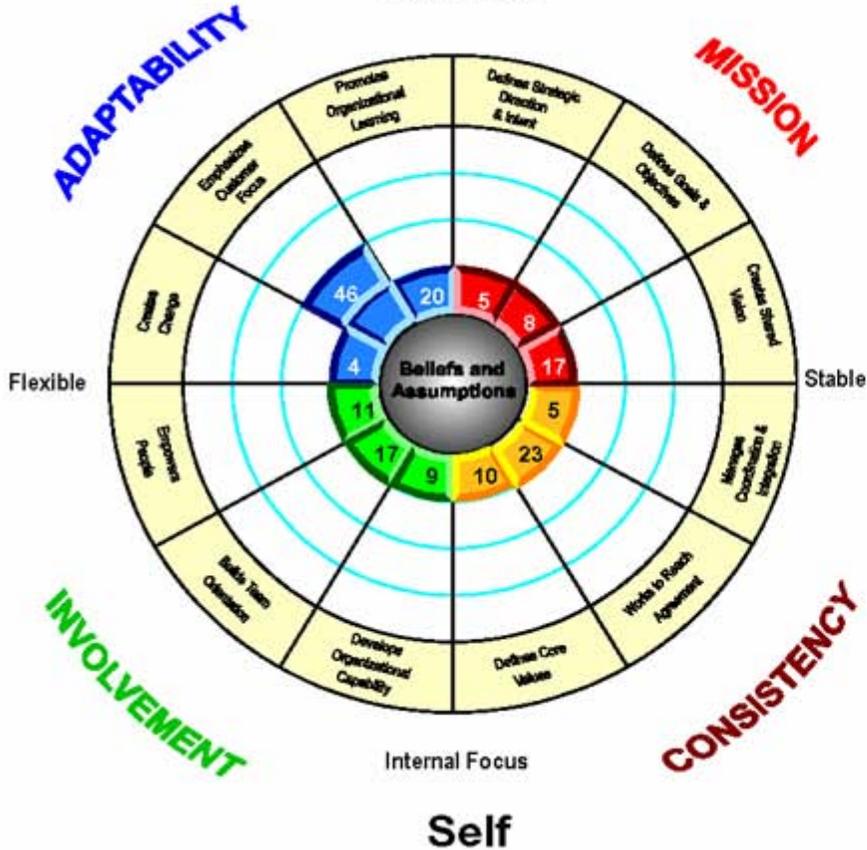
# Mini Case Studies

# Effective Leader

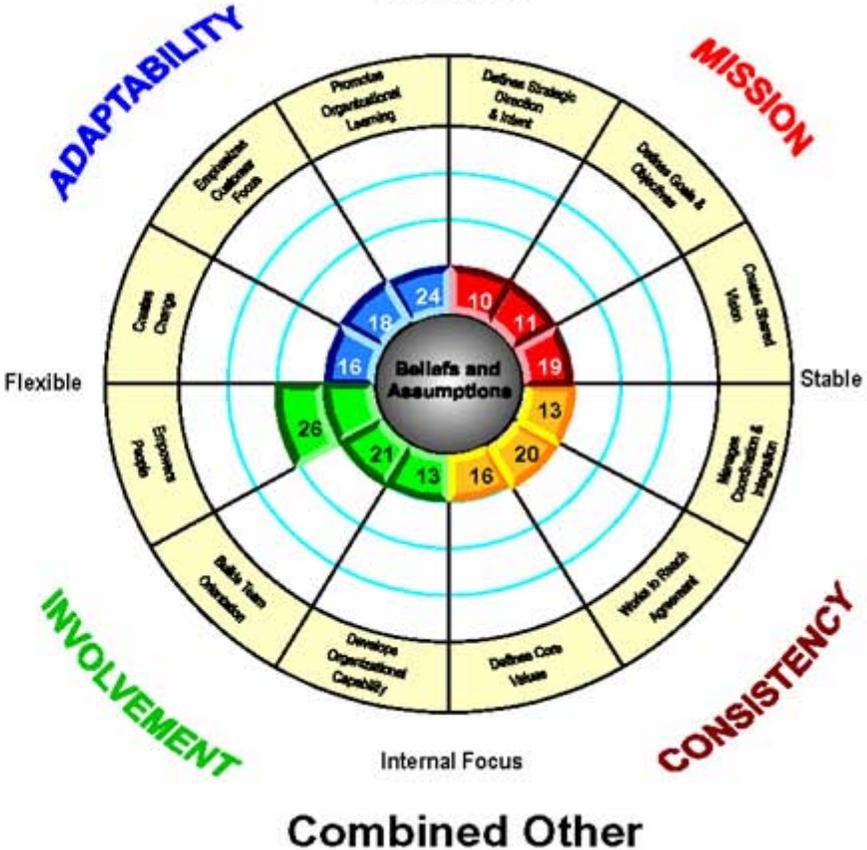


# Ineffective Leader

External Focus

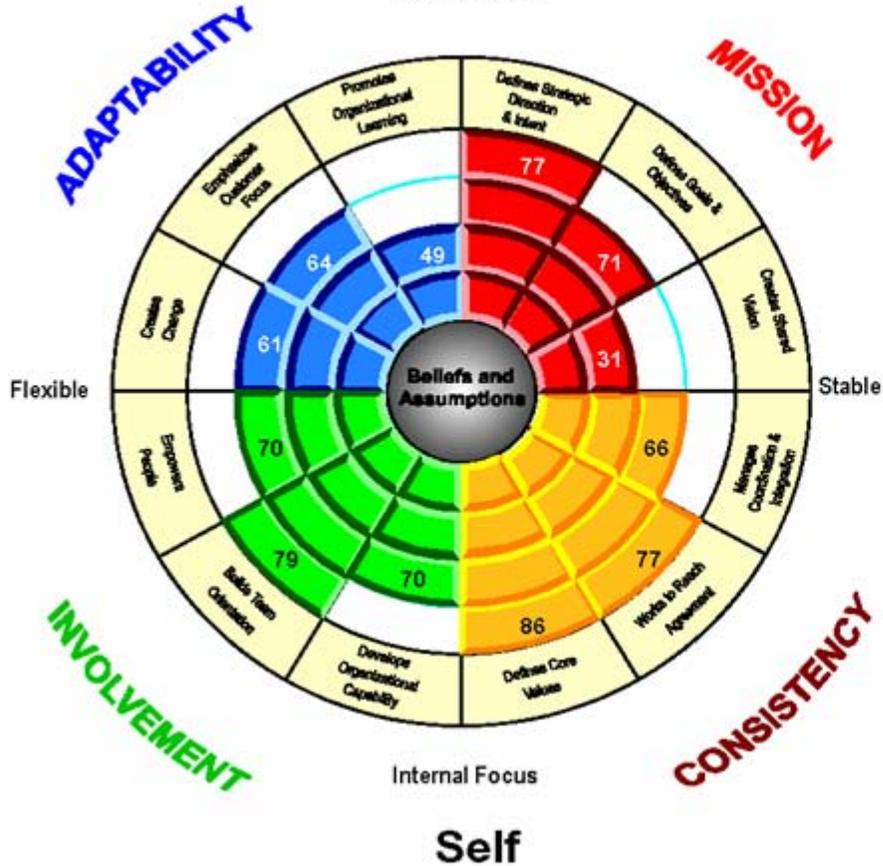


External Focus

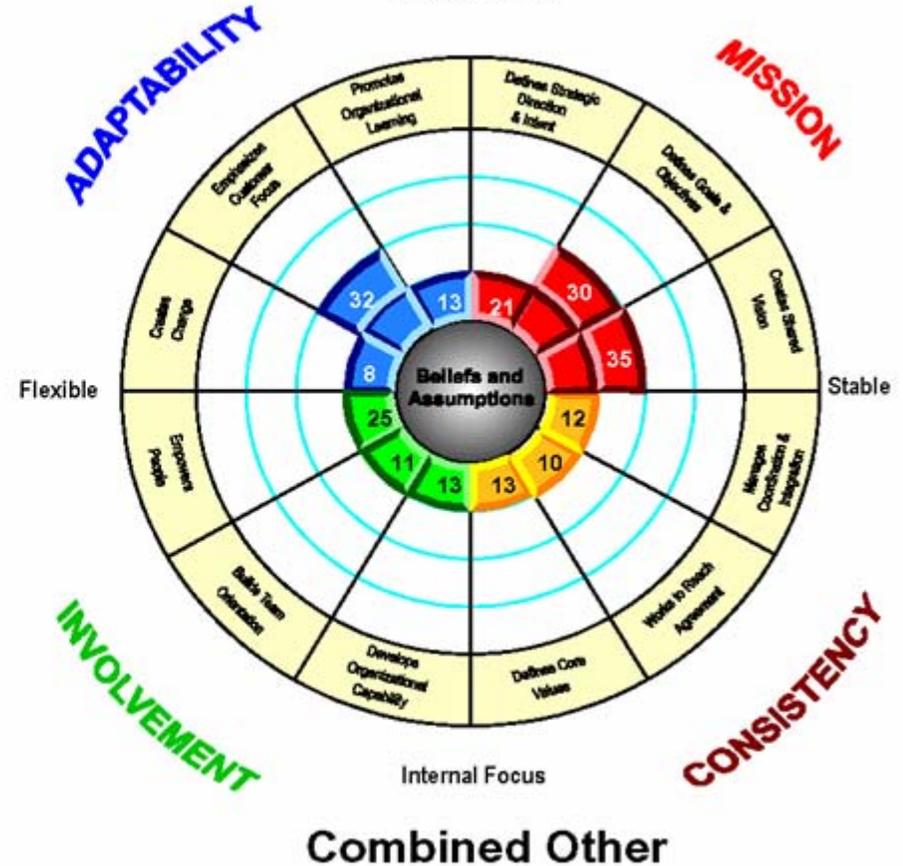


# Large Perception Gap

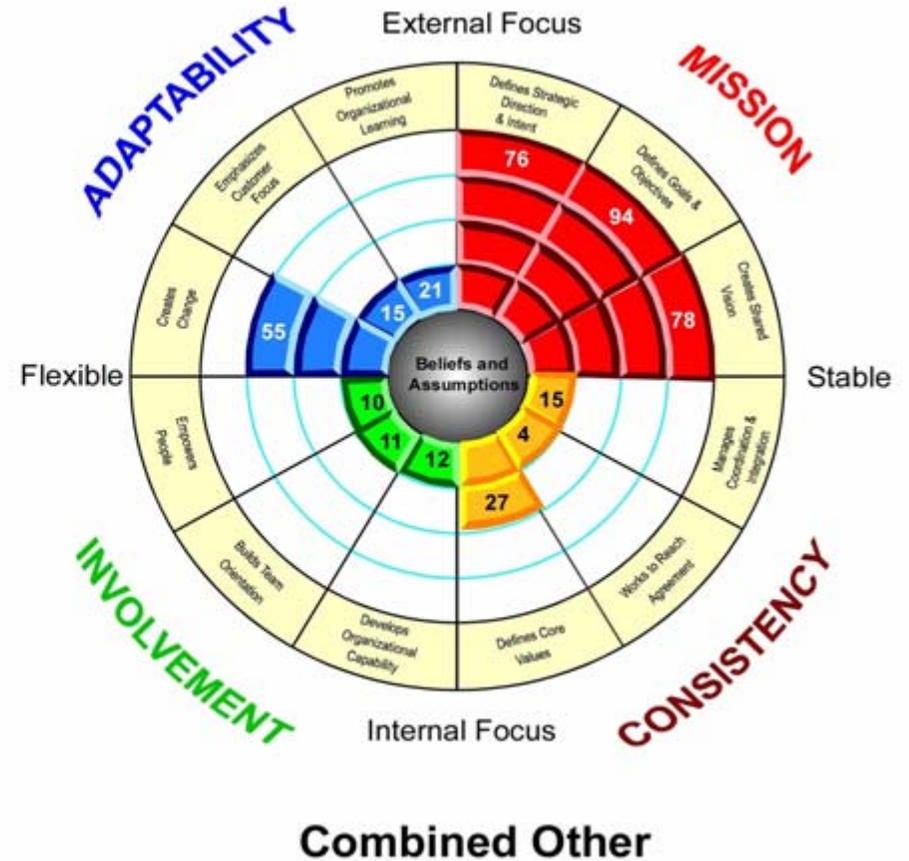
External Focus



External Focus

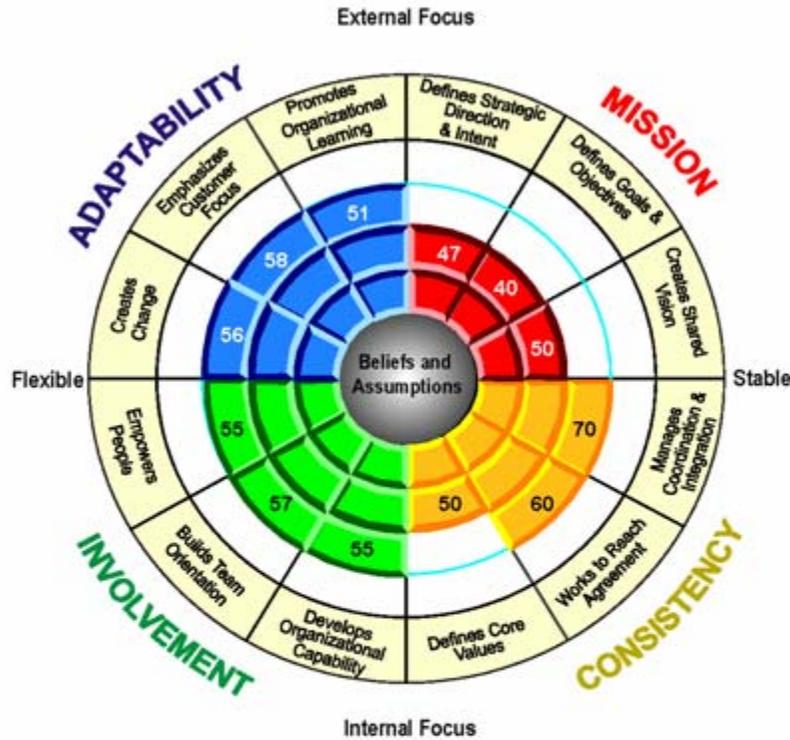


# “My Way or the Highway” Supervisor



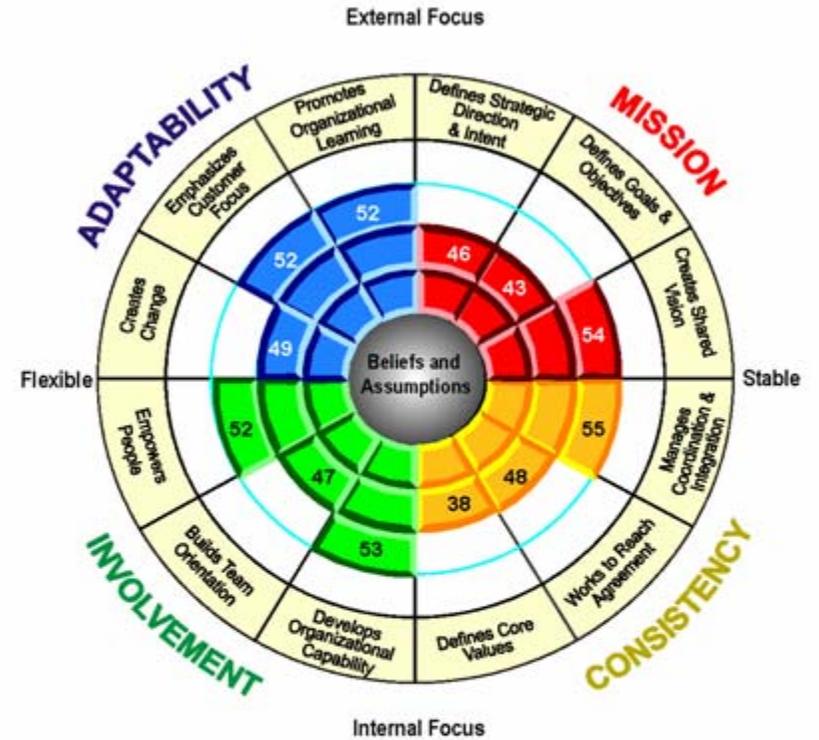
# **DLA Tier 11 Multi-Source Group Composite**

# DLA Tier II 1st Time Composite to 2006



**Self**

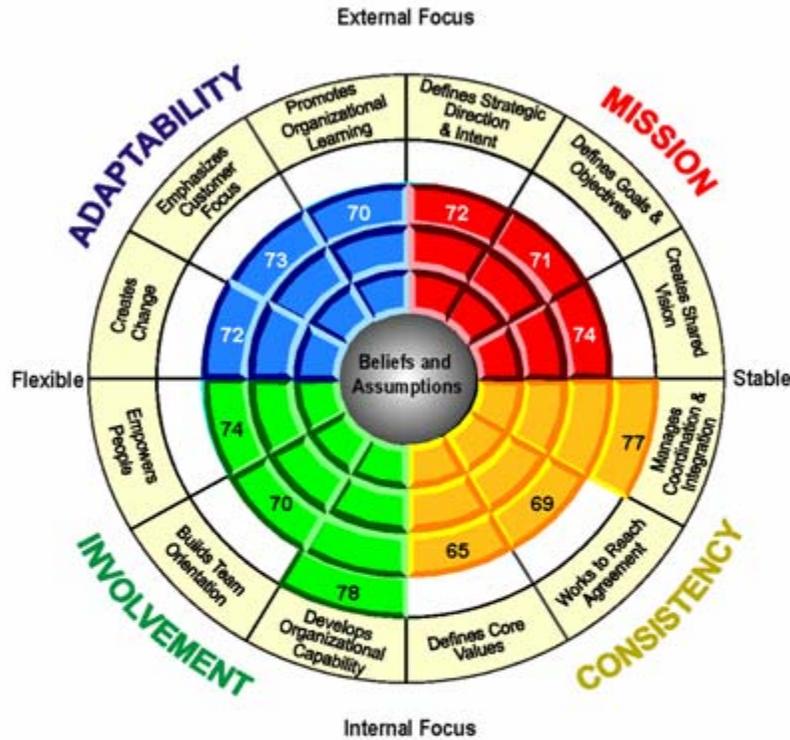
N = 105



**Combined Other**

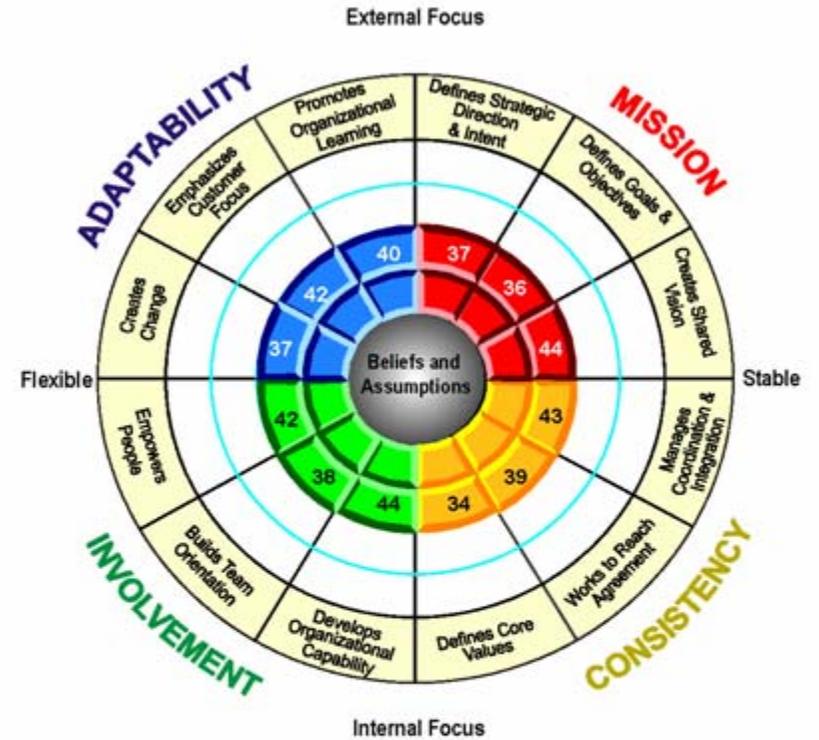
- 411 Peers
- 842 Direct Reports
- 142 Bosses
- 74 Other

# DLA Tier II 1st Time Composite to 2006



Peer

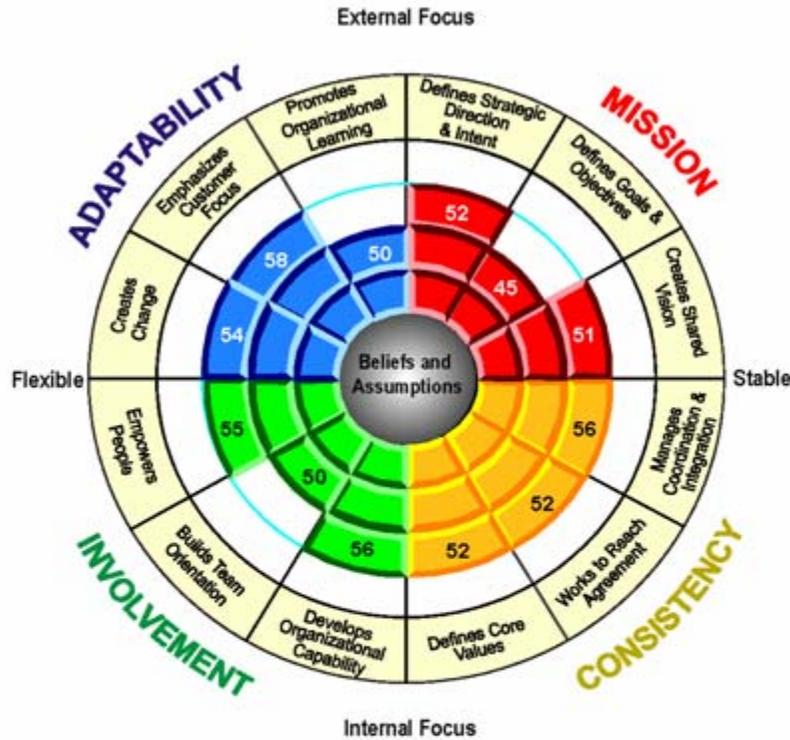
N = 411



Direct Report

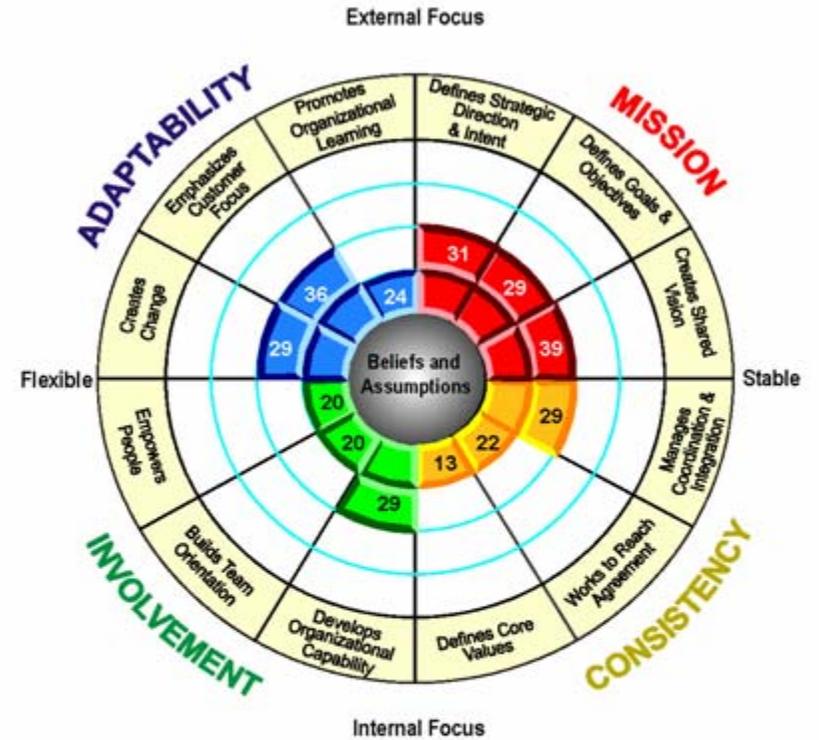
N = 842

# DLA Tier II 1st Time Composite to 2006



**Boss**

N = 142



**Other**

N = 74

## High and Low Line Item Scores (Based on Combined Other)

### DLA Tier II 1st Time Composite to 200612

#### Highest Scores

63	Sees that decisions are made at the lowest possible level.
60	Establishes mechanisms that facilitate effective cross-functional communication.
58	Serves as a model that creates change in other parts of the organization.
58	Communicates the organizational vision to his/her employees.
55	Shares information so that everyone gets the information s/he needs.
55	Organizes work so that everyone sees the connection between the vision and daily activities.
55	Translates the vision into reality in a way that helps guide individual action.
54	Helps create an environment that facilitates coordination of projects across functional units.
54	Ensures that employees have a deep understanding of customer wants and needs.
54	Ensures that the necessary resources are available to do the job.

#### Lowest Scores

30	Has earned the confidence and trust of others.
32	Has an ethical code that guides his/her behavior.
35	Values the contributions of the people s/he works with.
36	"Practices" what s/he "preaches."
36	Establishes high standards of performance.
36	Lives up to promises and commitments.
38	Does the "right thing" even when it is not popular.
38	Involves employees in the goal-setting process so goals & objectives are understood & shared.
39	Sets clear goals that are ambitious, but realistic.
40	Clearly articulates a set of fundamental beliefs that are not negotiable.



Authors: Daniel R. Denison, Ph.D. William S. Neale, M.A., M.L.I.R.  
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<http://www.DenisonCulture.com>

**Do people change after 1 year?**

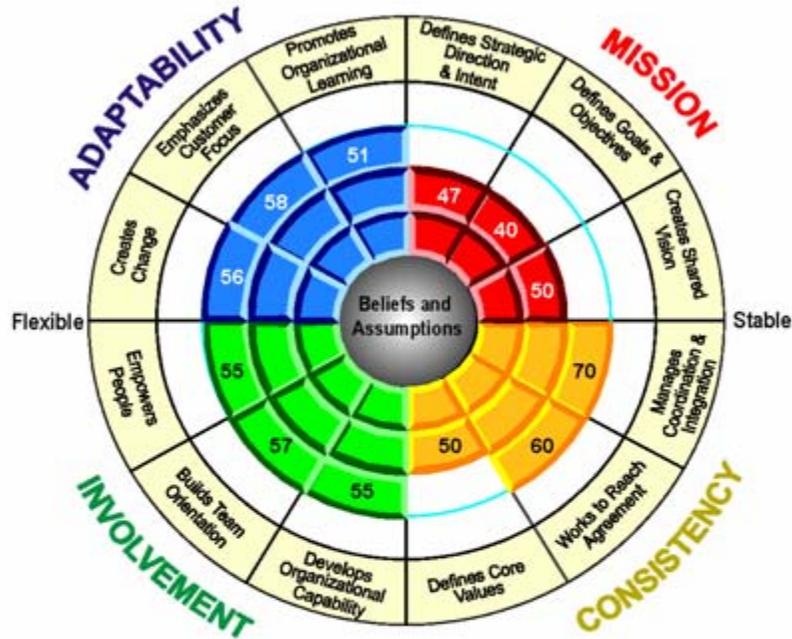
# DLA MSF

Tier II Composite of Repeats

# DLA Tier II 1st Survey vs 2nd Survey

## 1st Survey

External Focus



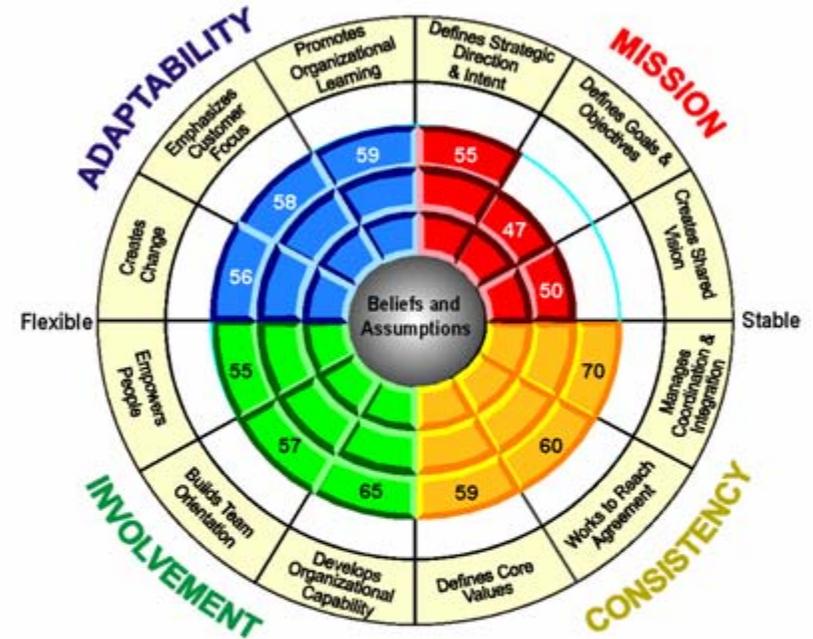
Internal Focus

Self

N = 105

## 2nd Survey

External Focus



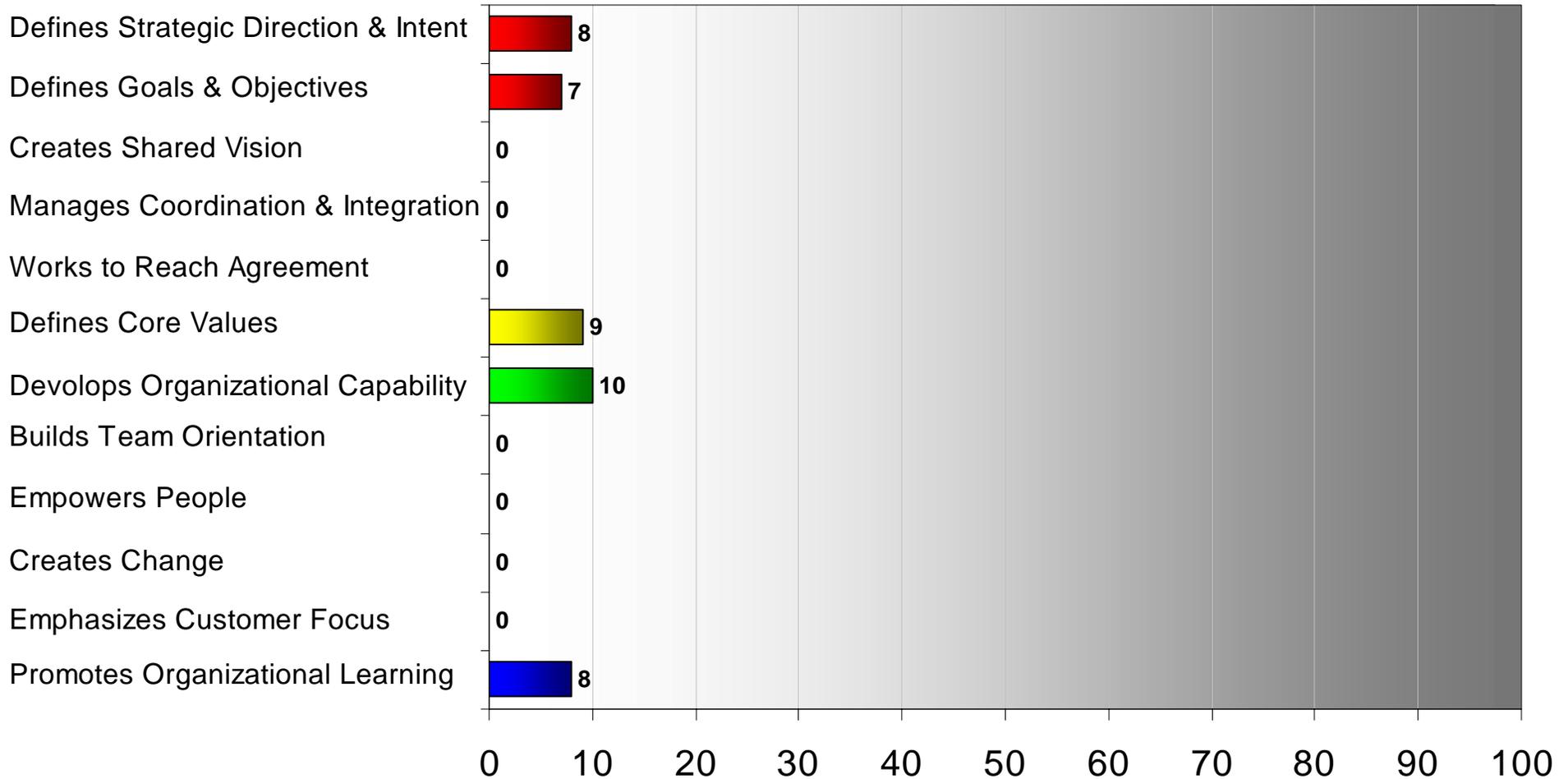
Internal Focus

Self

N = 114

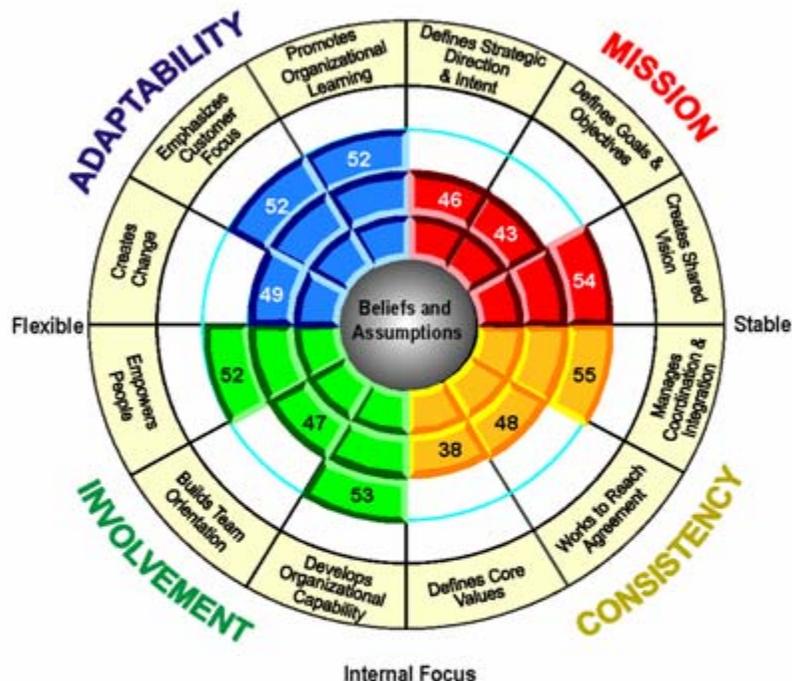
# DLA Tier II Repeat Composite Percentile Differences between Repeat Surveys

## Self Scores



## 1st Survey

External Focus

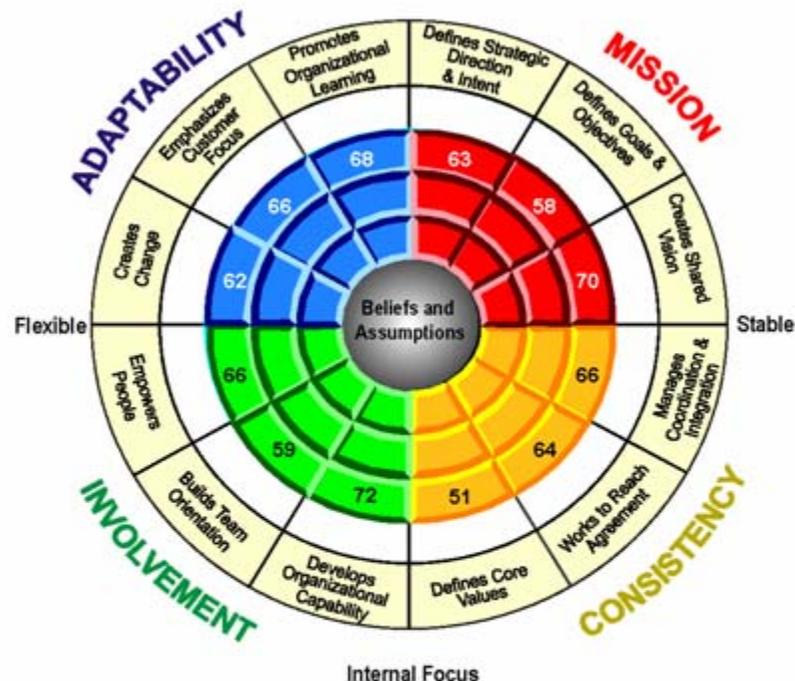


### Combined Other

411 Peers  
842 Direct Reports  
142 Bosses  
74 Other

## 2nd Survey

External Focus

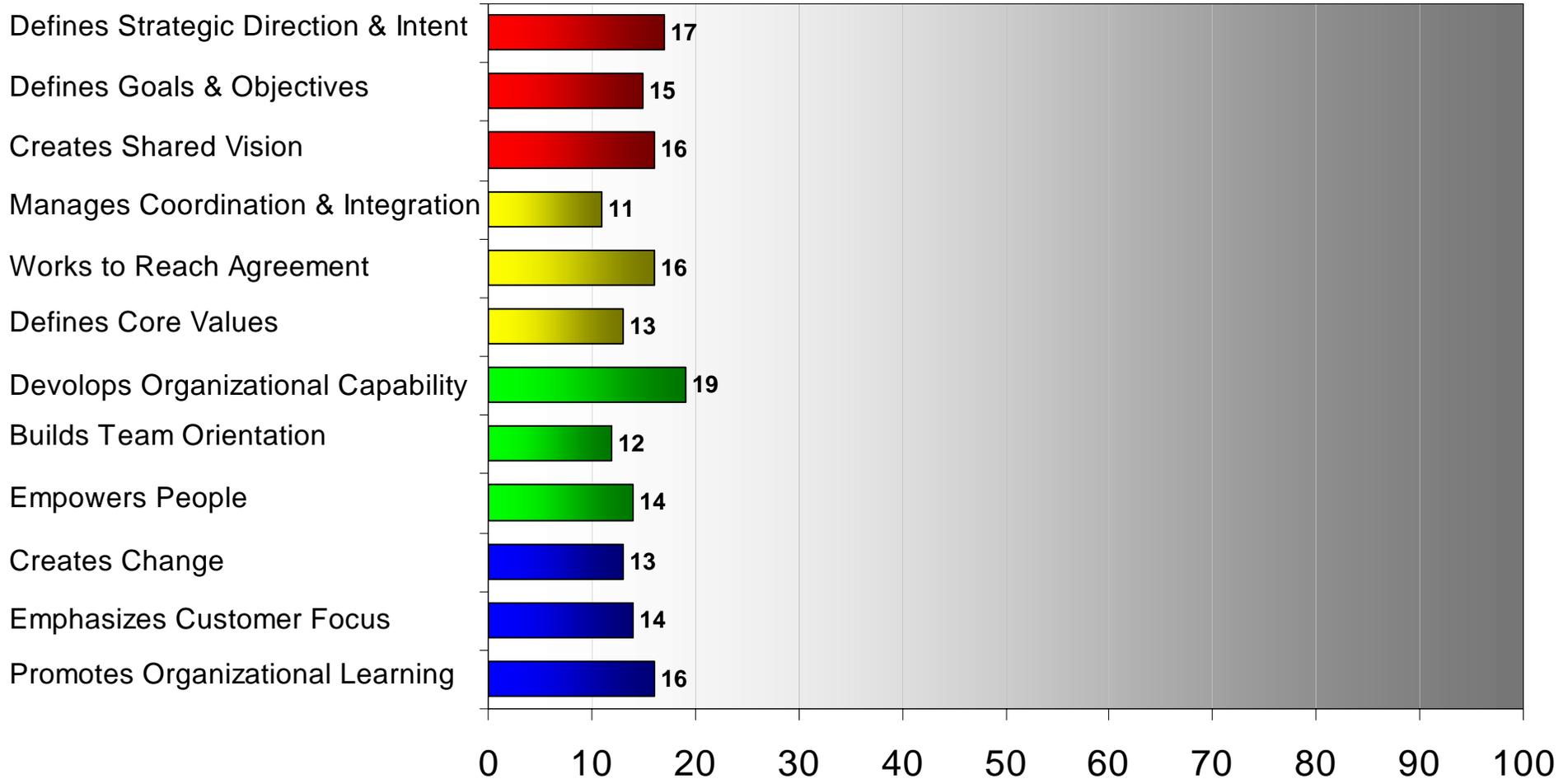


### Combined Other

455 Peers  
1036 Direct Reports  
163 Bosses  
28 Other

# DLA Tier II Repeat Composite Percentile Differences between Repeat Surveys

## Combined Other Scores



# 1st Survey

External Focus



Internal Focus

Peer

N = 411

# 2nd Survey

External Focus



Internal Focus

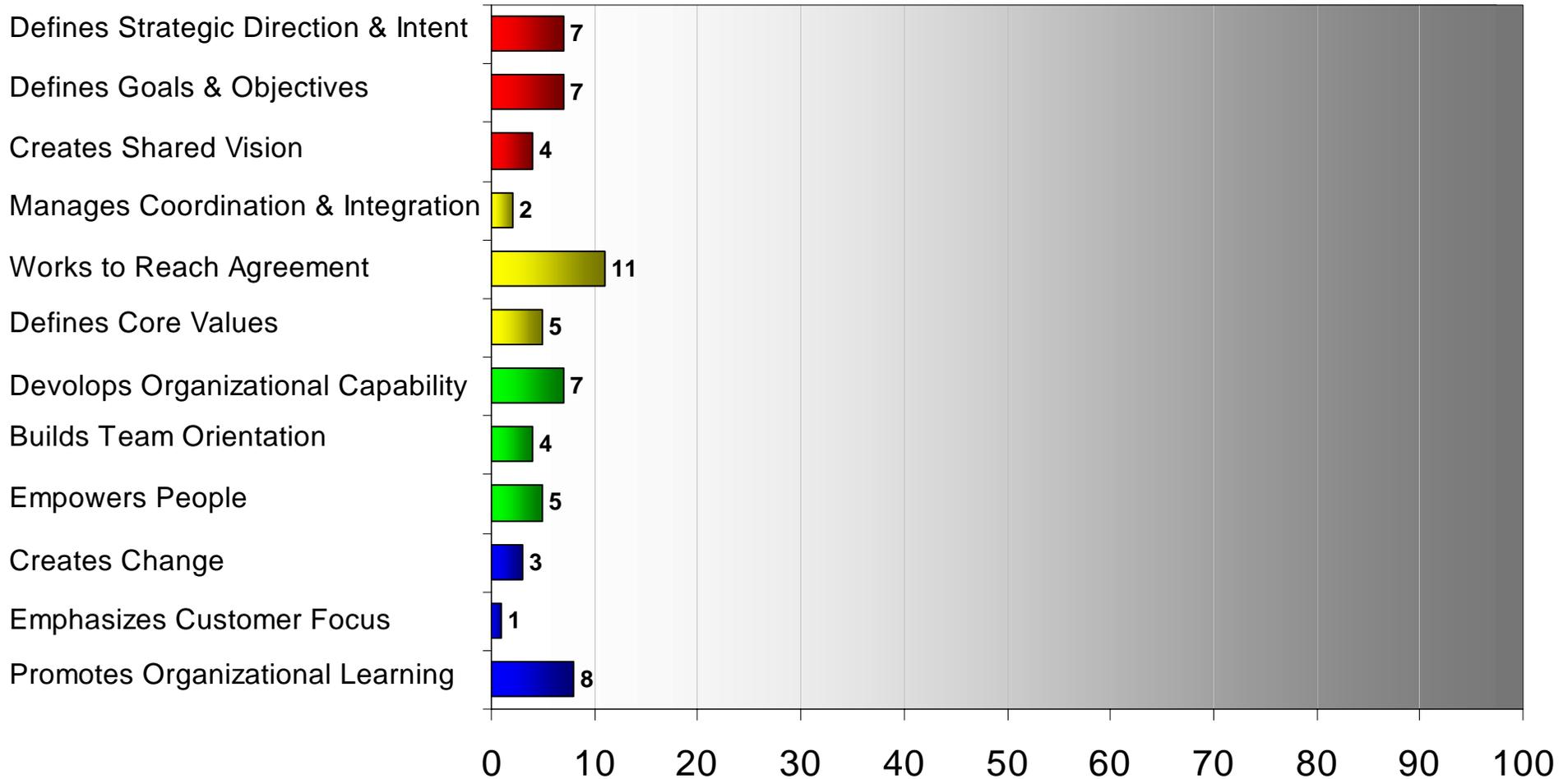
Peer

N = 455

# DLA Tier II Repeat Composite

## Percentile Differences between Repeat Surveys

### Peer Scores



# 1st Survey

External Focus



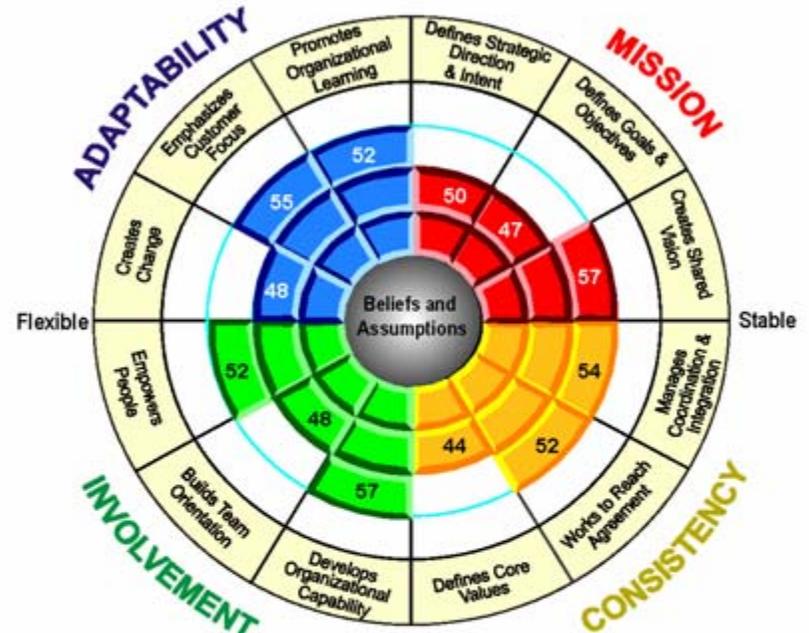
Internal Focus

## Direct Report

N = 842

# 2nd Survey

External Focus



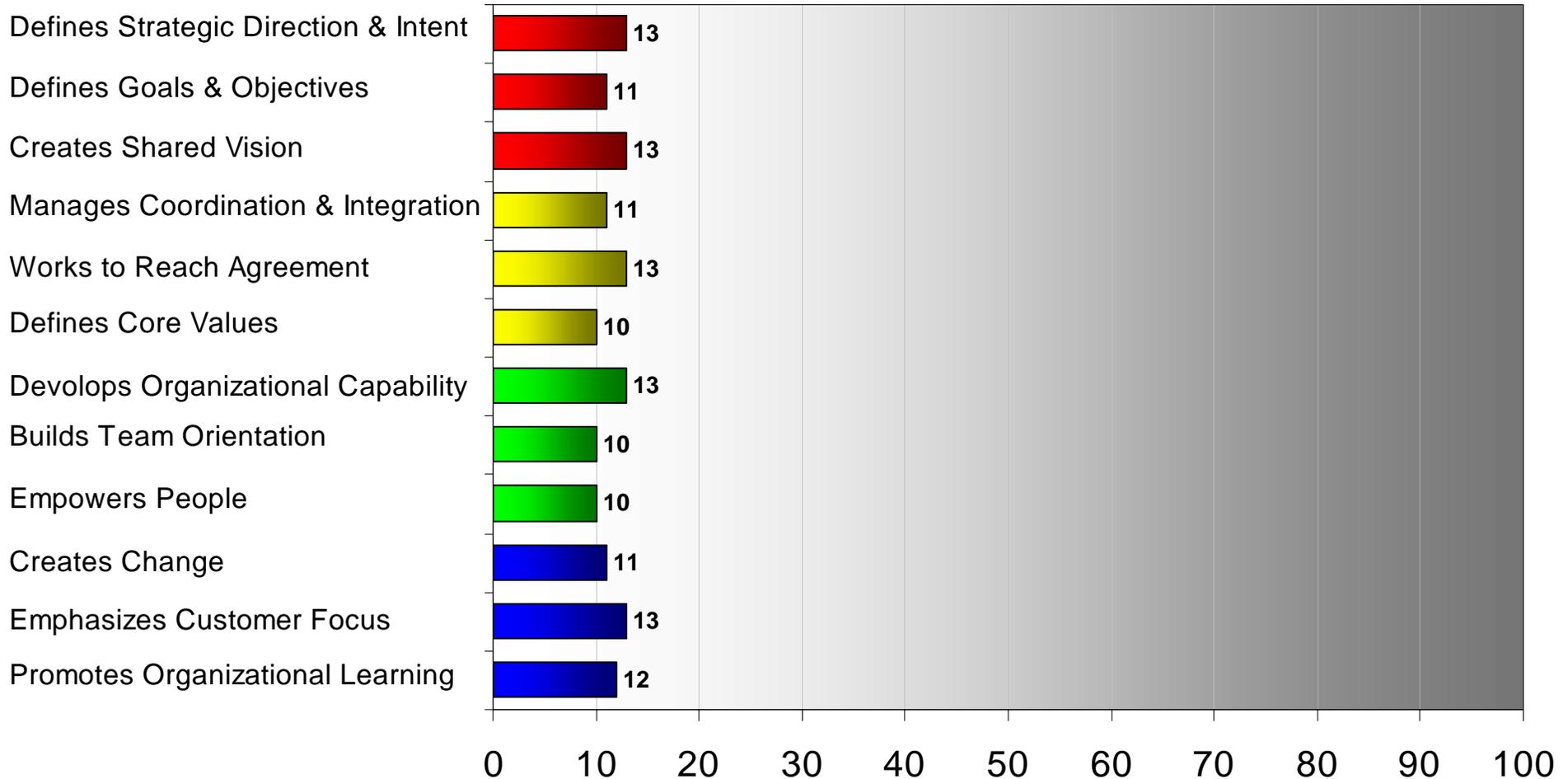
Internal Focus

## Direct Report

N = 1036

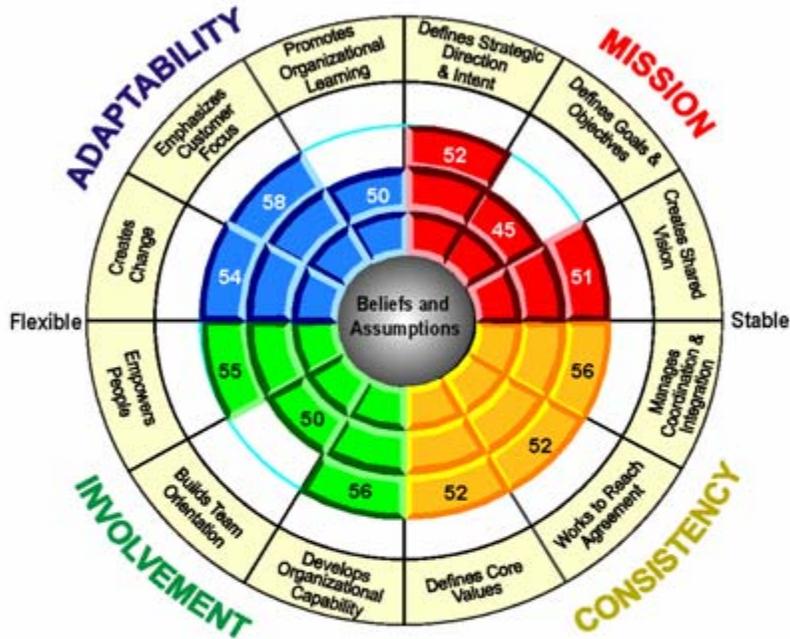
# DLA Tier II Repeat Composite Percentile Differences between Repeat Surveys

## Direct Report Scores



# 1st Survey

External Focus



Internal Focus

**Boss**

N = 142

# 2nd Survey

External Focus



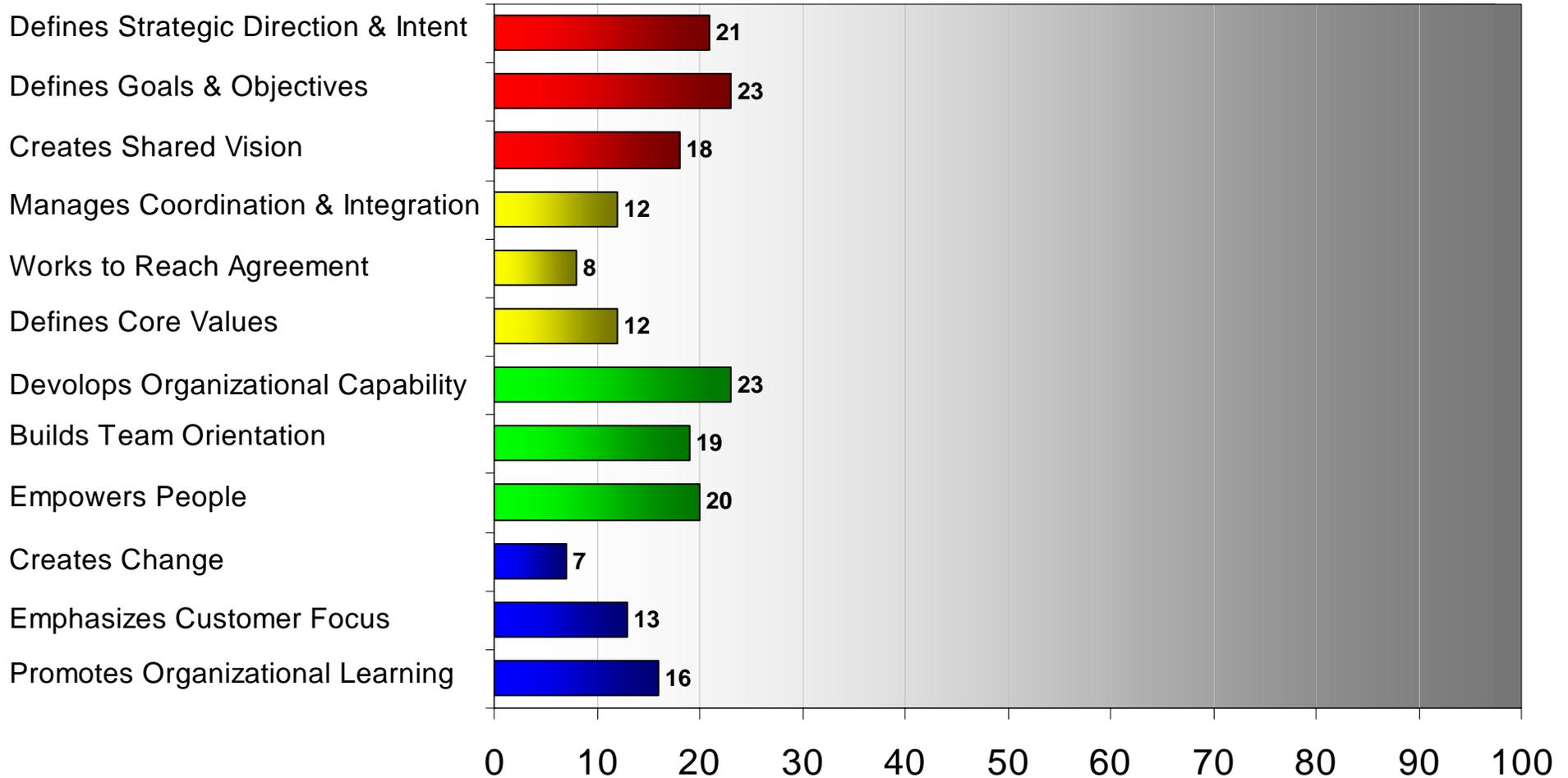
Internal Focus

**Boss**

N = 163

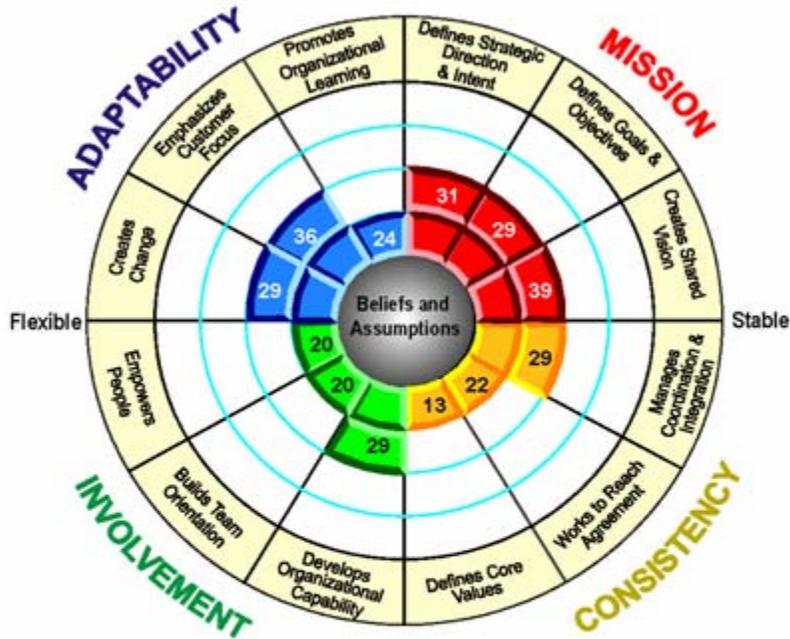
# DLA Tier II Repeat Composite Percentile Differences between Repeat Surveys

## Boss Scores



# 1st Survey

External Focus



Internal Focus

Other

N = 74

# 2nd Survey

External Focus



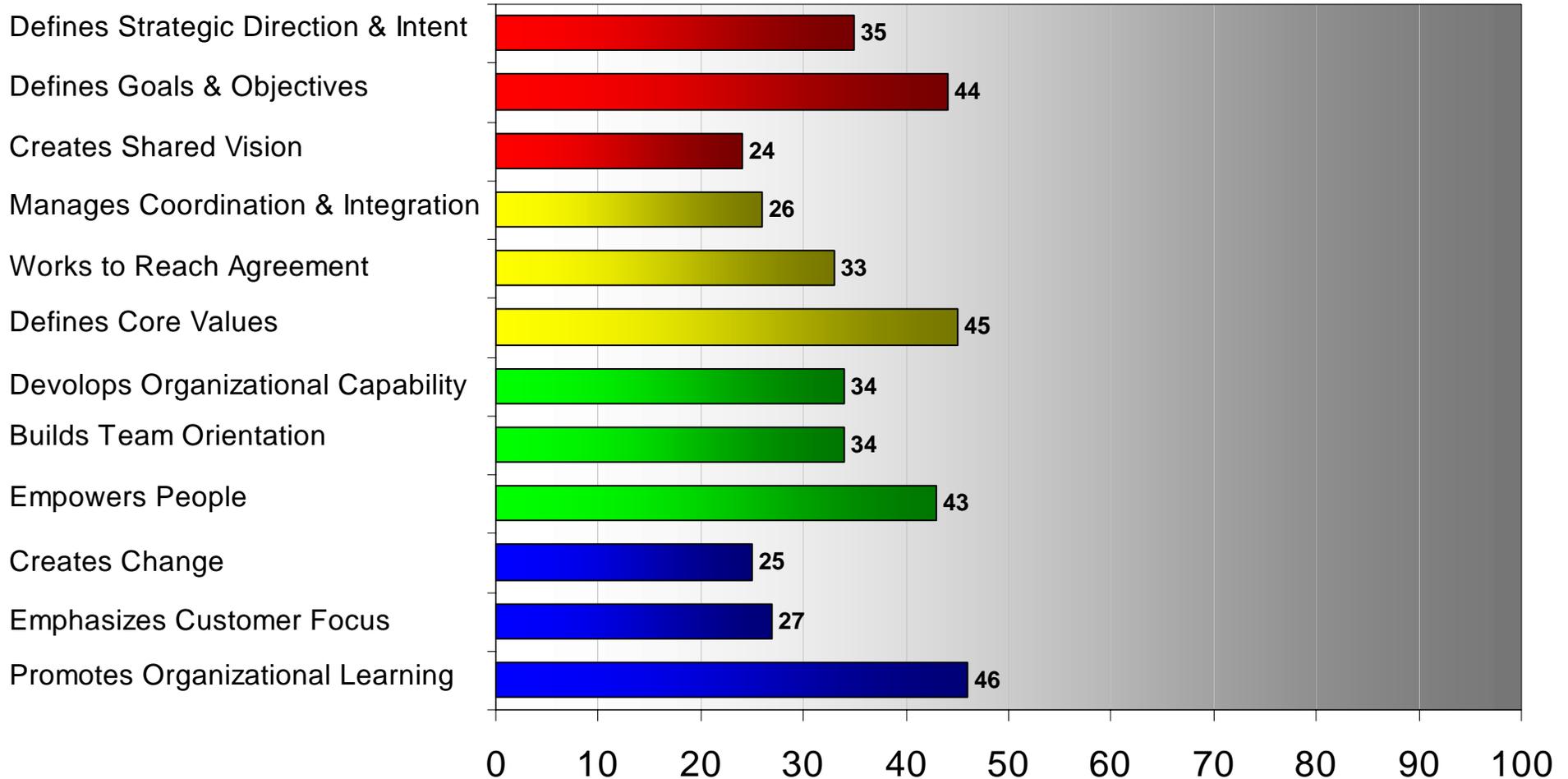
Internal Focus

Other

N = 28

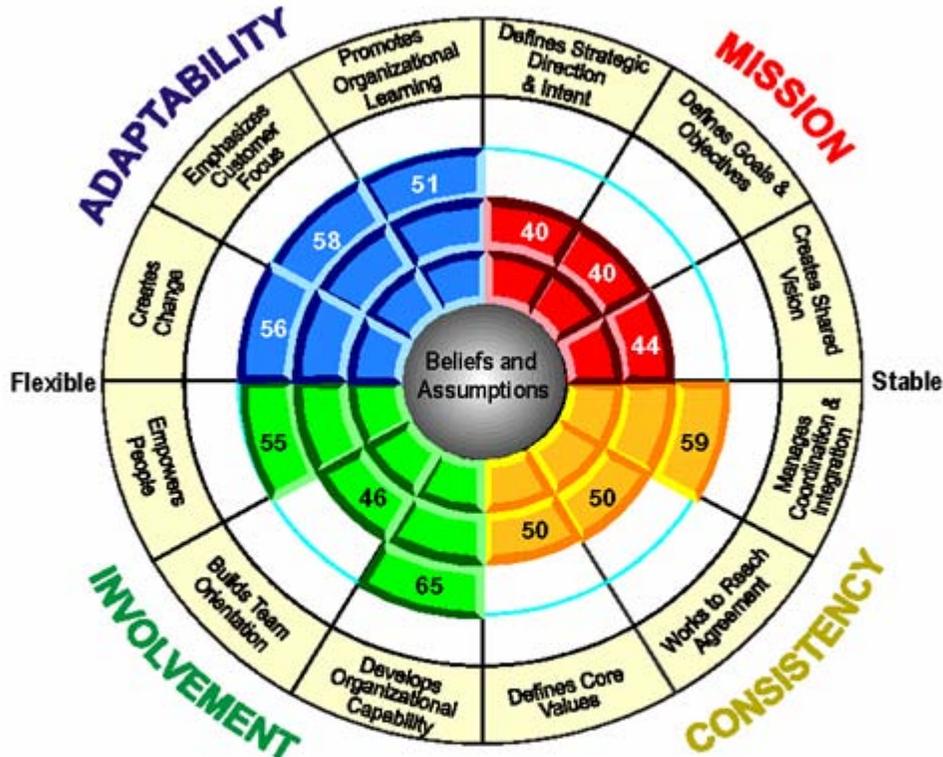
# DLA Tier II Repeat Composite Percentile Differences between Repeat Surveys

## Other Scores



2005

External Focus



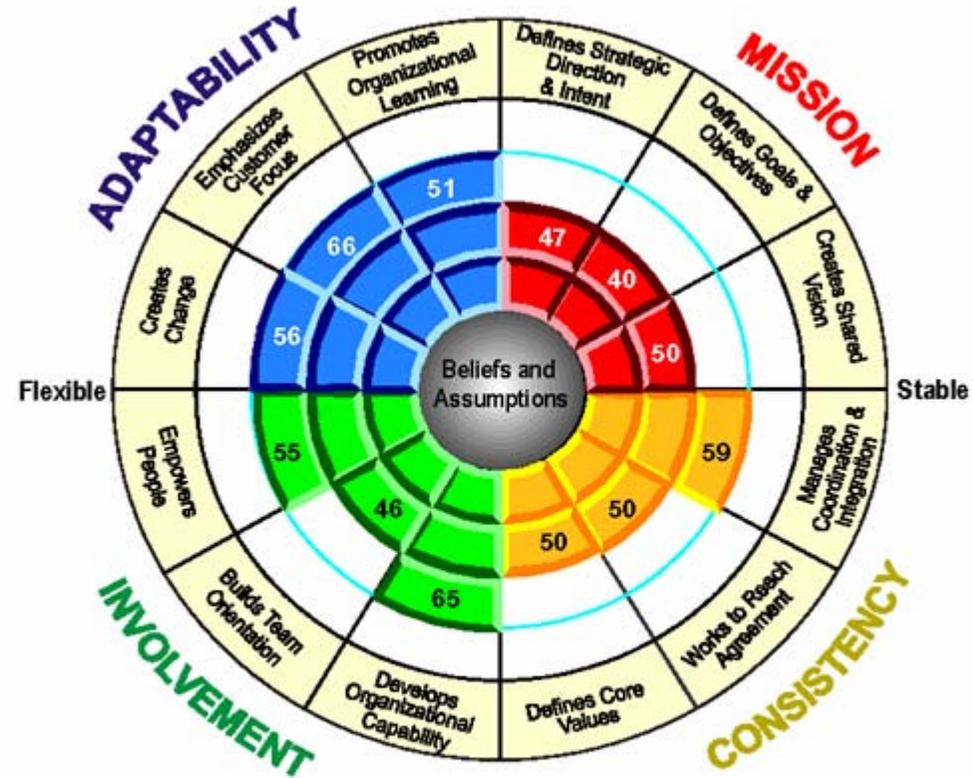
Internal Focus

Self

N = 31

2006

External Focus



Internal Focus

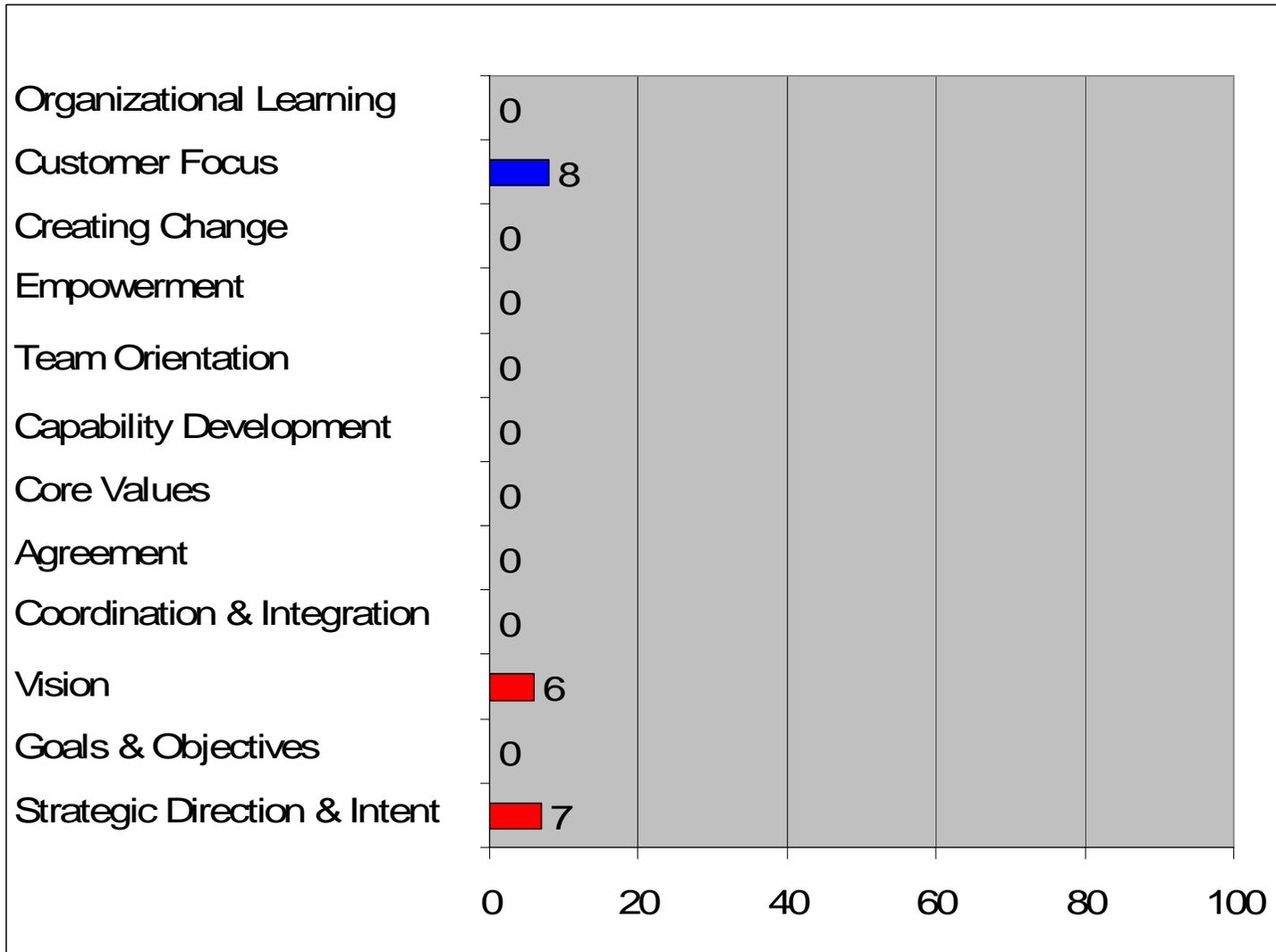
Self

N = 31

# Tier II Repeats Q3 2006

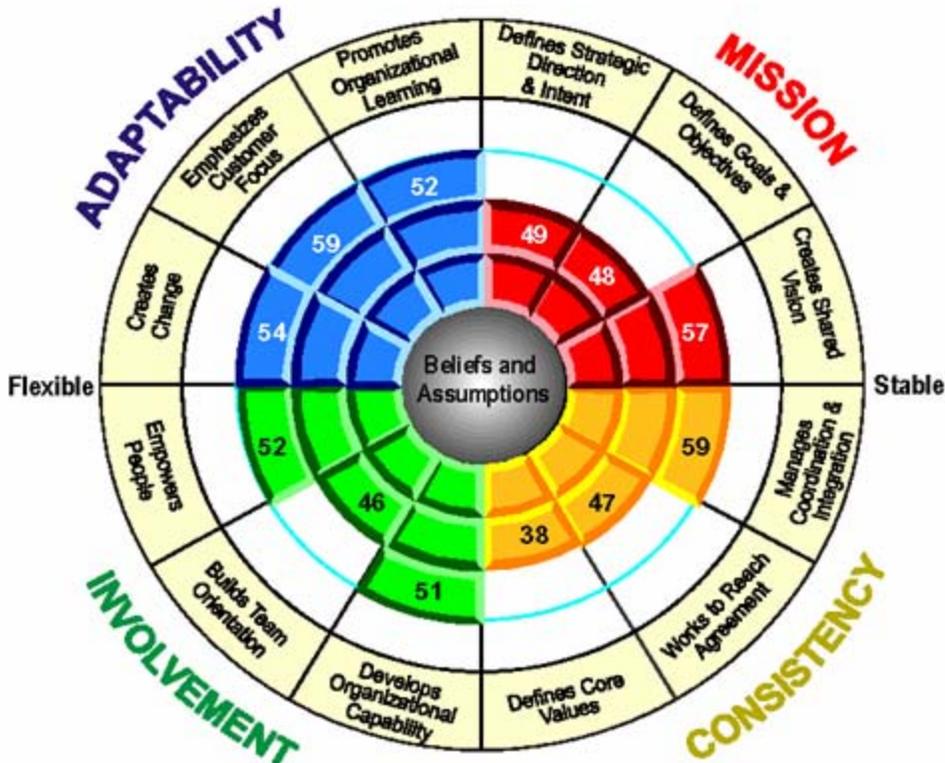
## Percentile Difference Between 2005/2006 MSF Scores

Self-Reported Scores



2005

External Focus



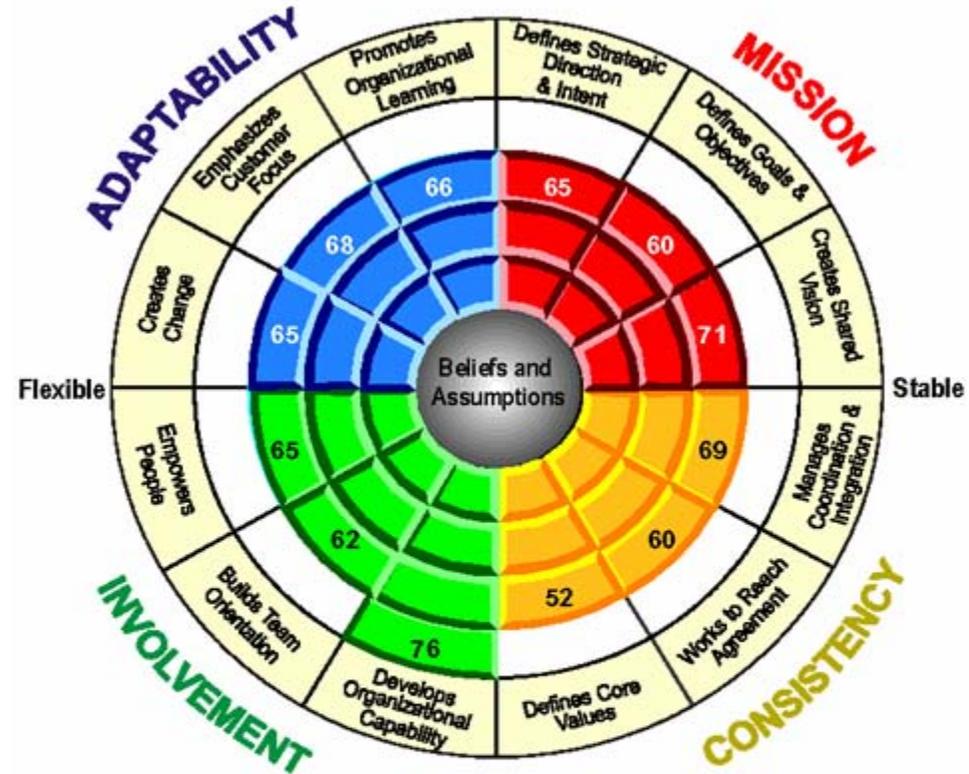
Internal Focus

Combined Other

- 114 Peers
- 288 Direct Reports
- 39 Bosses
- 9 Other

2006

External Focus

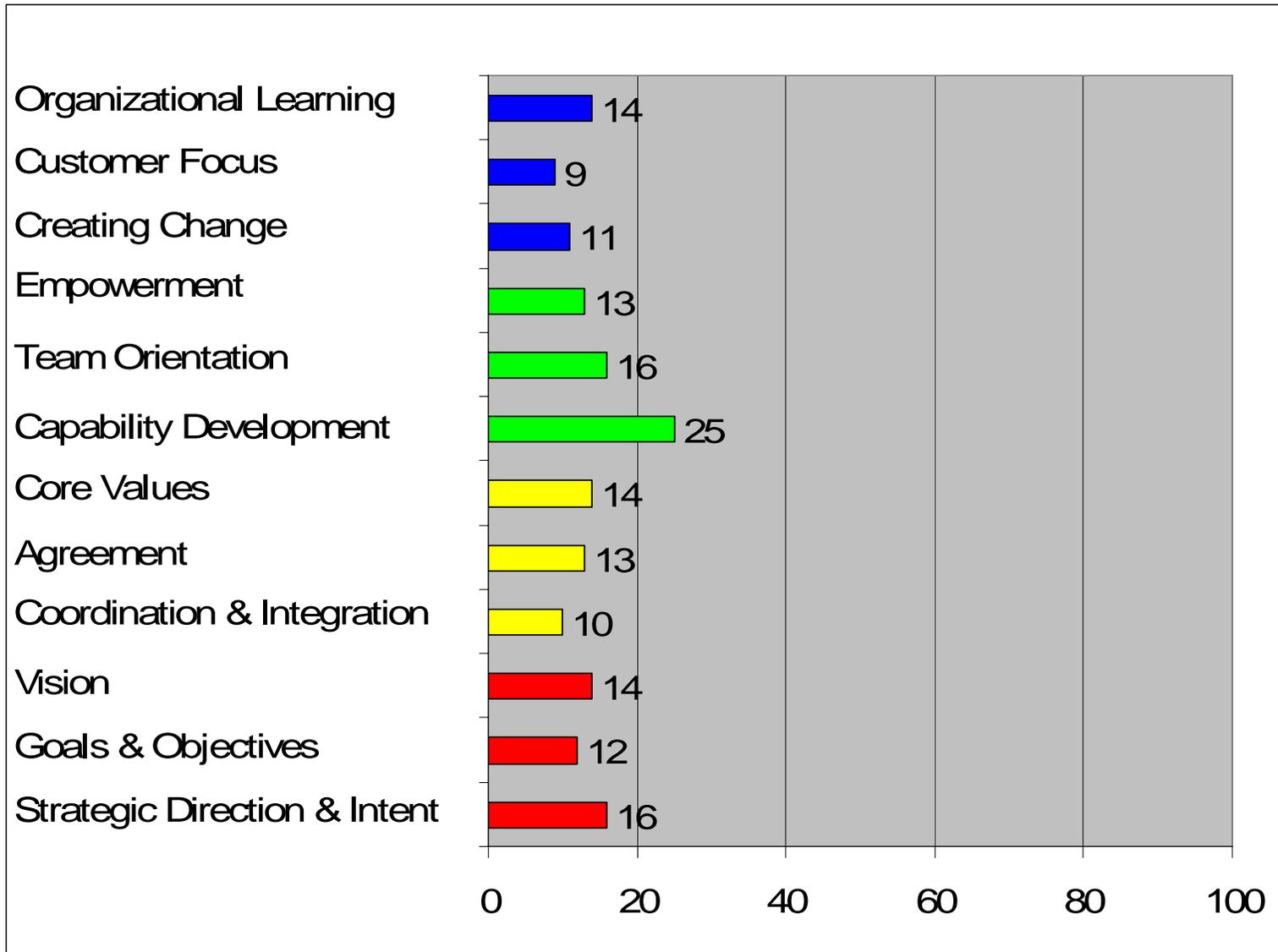


Internal Focus

Combined Other

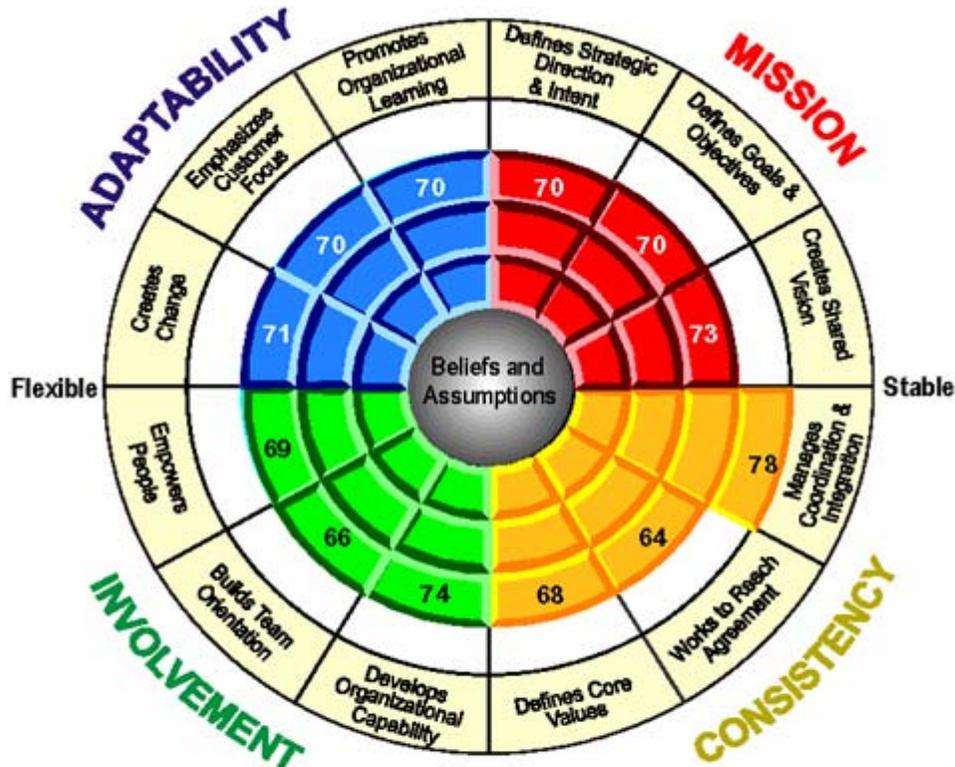
- 132 Peers
- 334 Direct Reports
- 49 Bosses
- 7 Other

**Tier II Repeats Q3 2006**  
**Percentile Difference Between 2005/2006 MSF Scores**  
Combined Other Scores



2005

External Focus



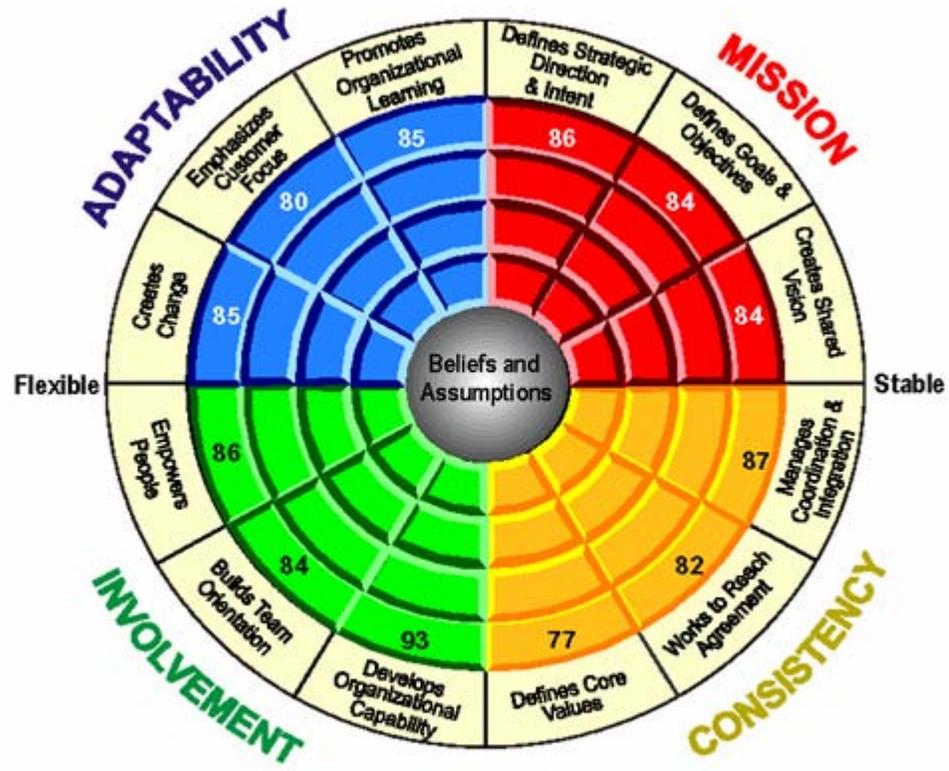
Internal Focus

Peer

N = 114

2006

External Focus

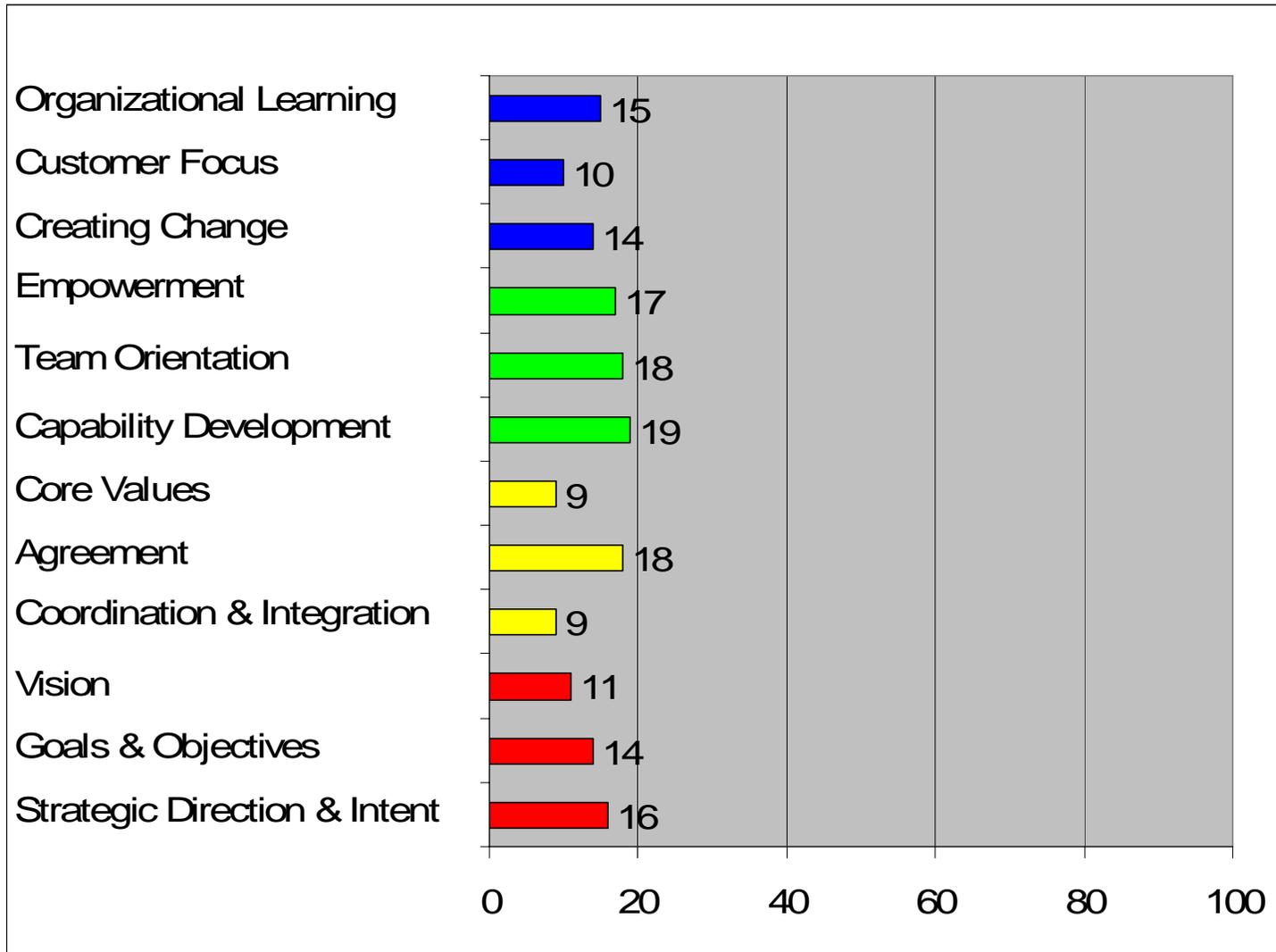


Internal Focus

Peer

N = 132

**Tier II Repeats Q3 2006**  
**Percentile Difference Between 2005/2006 MSF Scores**  
Peer Scores

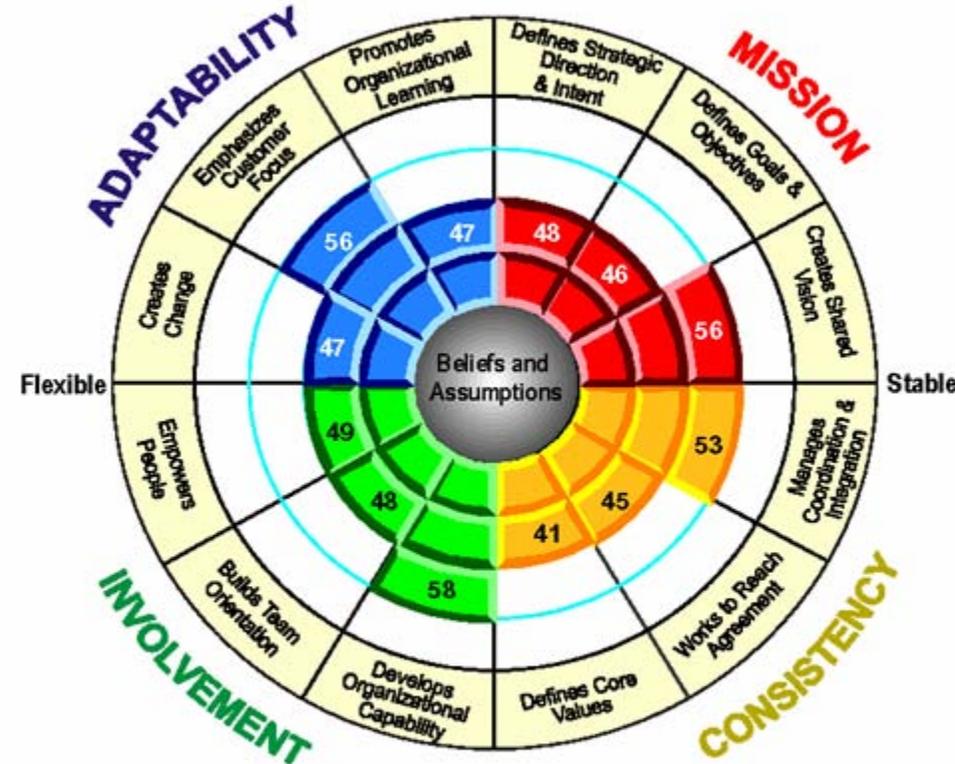
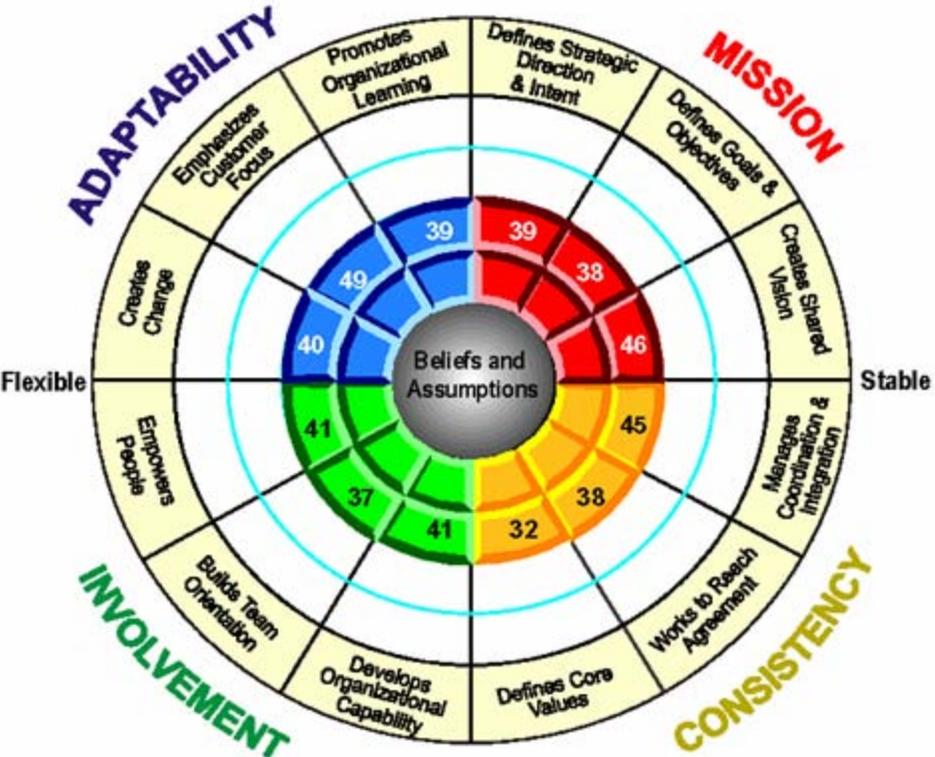


2005

External Focus

2006

External Focus



Internal Focus

Internal Focus

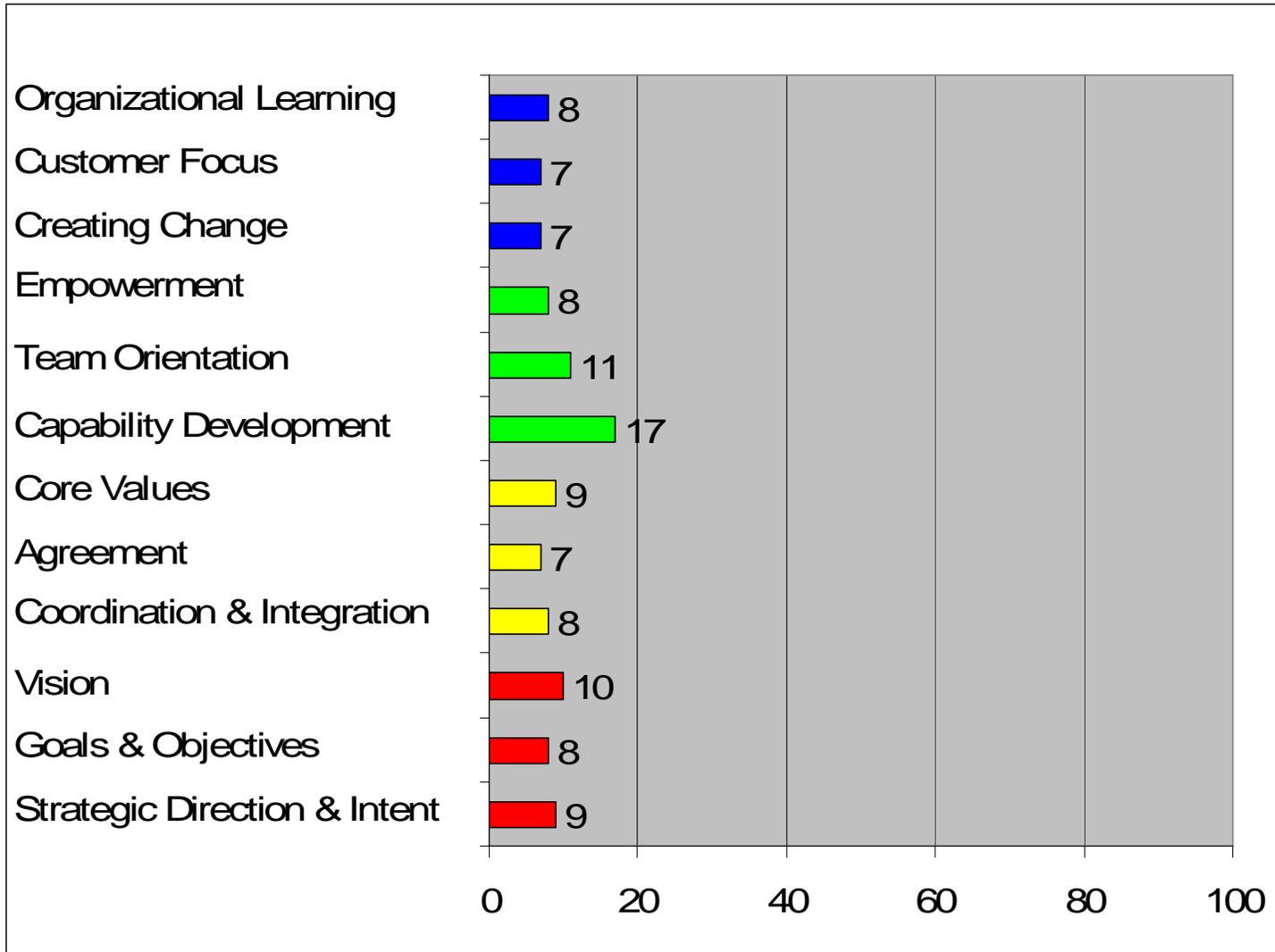
Direct Report

Direct Report

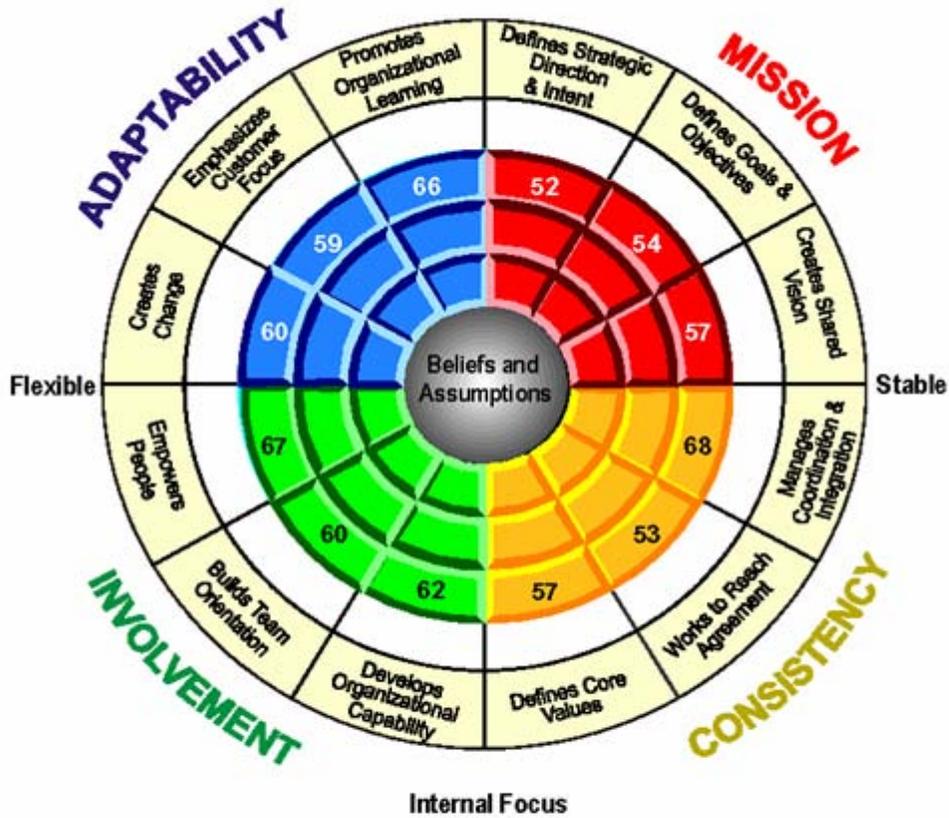
N = 288

N = 334

**Tier II Repeats Q3 2006**  
**Percentile Difference Between 2005/2006 MSF Scores**  
Direct Report Scores



**2005**  
External Focus

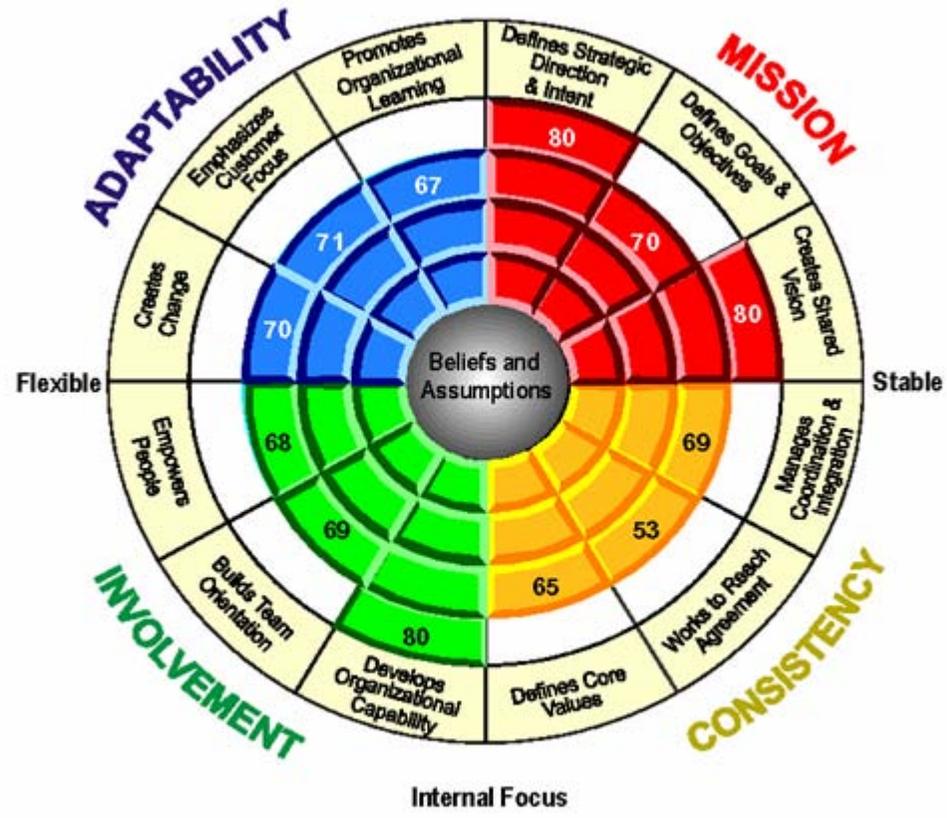


Internal Focus

**Boss**

N = 39

**2006**  
External Focus

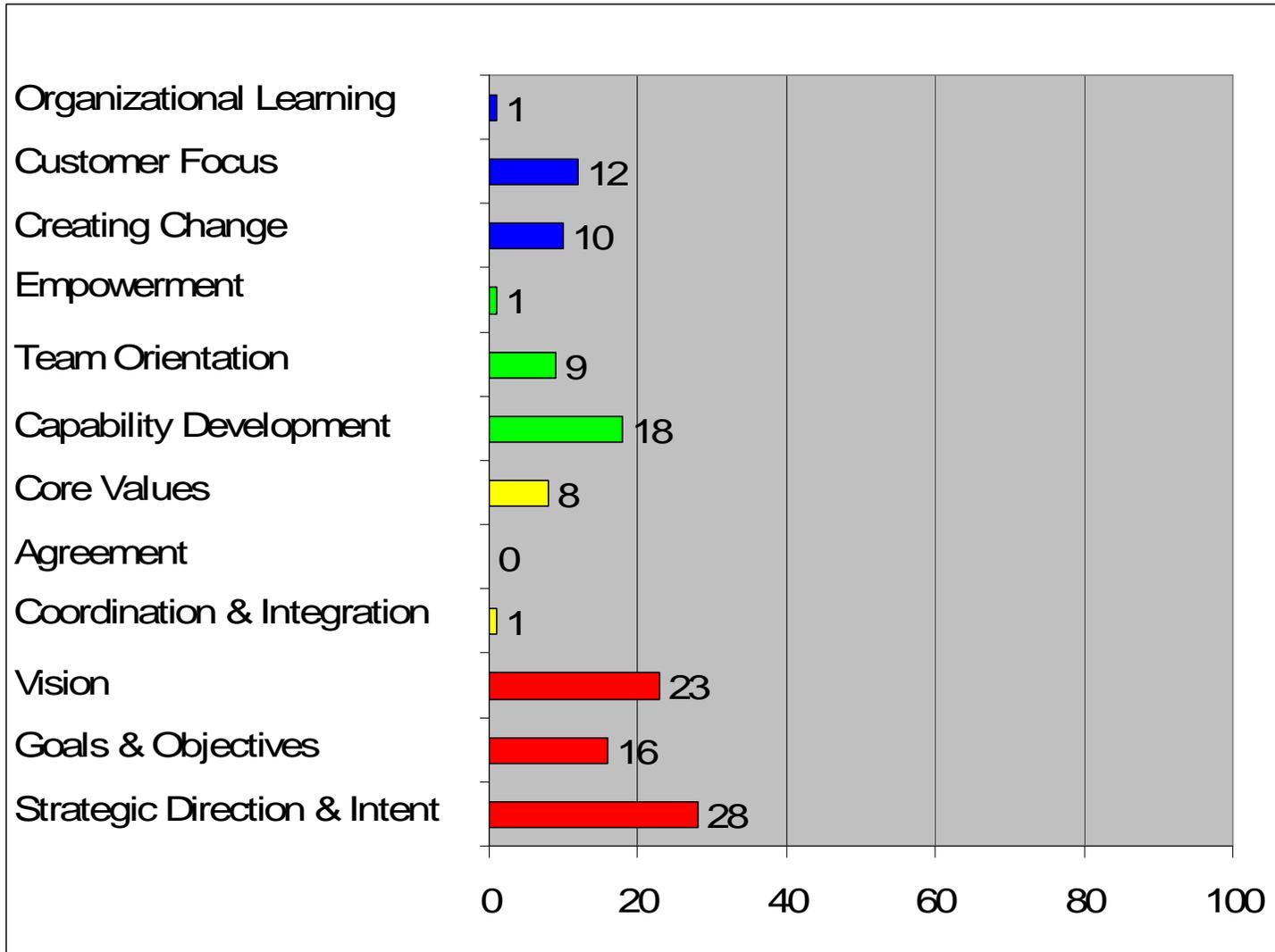


Internal Focus

**Boss**

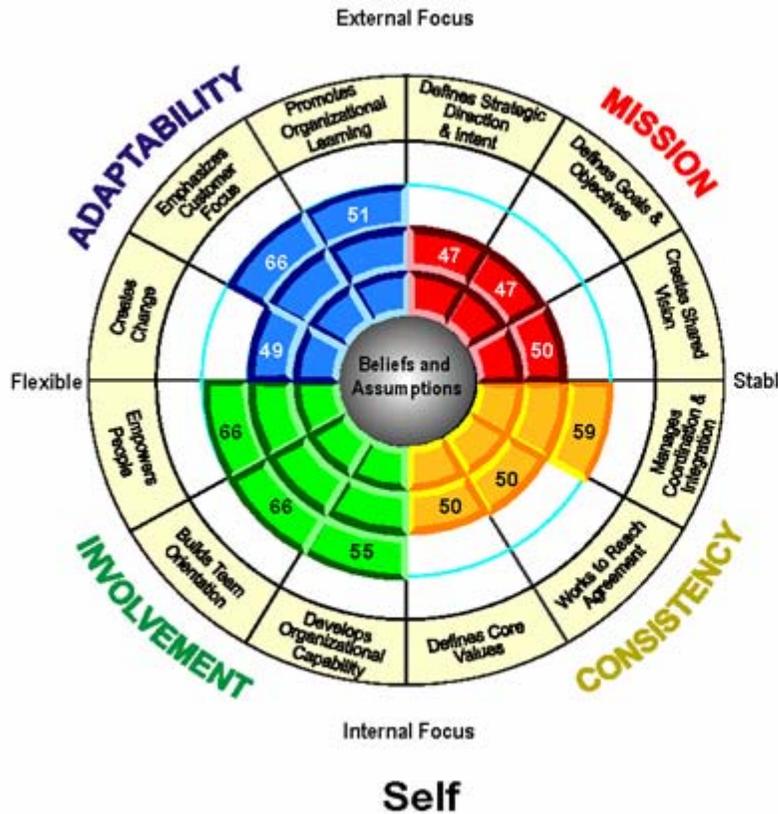
N = 49

**Tier II Repeats Q3 2006**  
**Percentile Difference Between 2005/2006 MSF Scores**  
Boss Scores

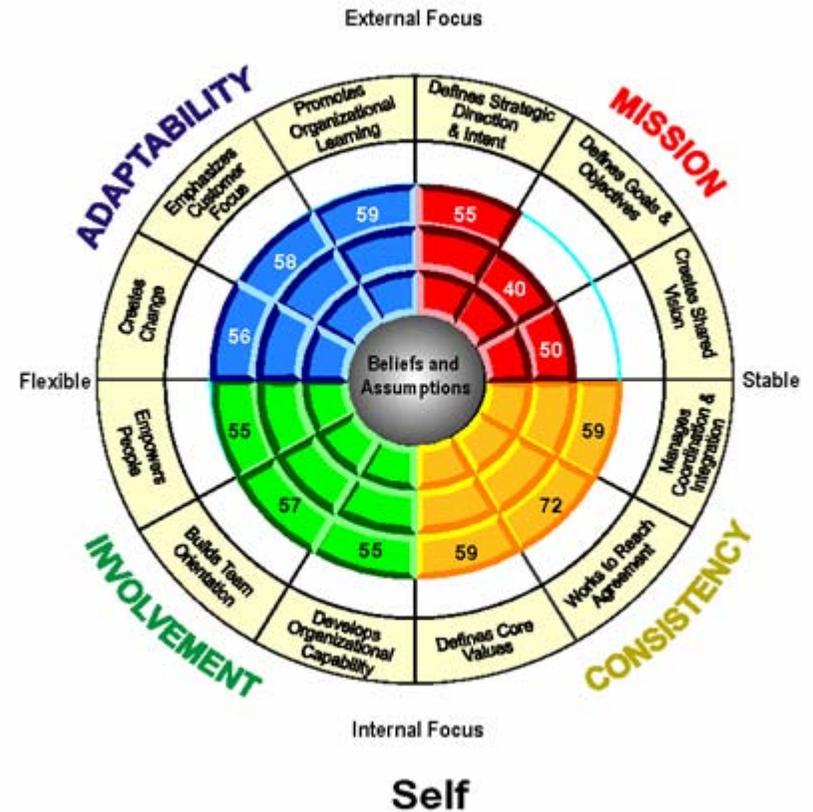


# Tier 11 Effectiveness Scores

# Tier II Comparison By Effectiveness Scores



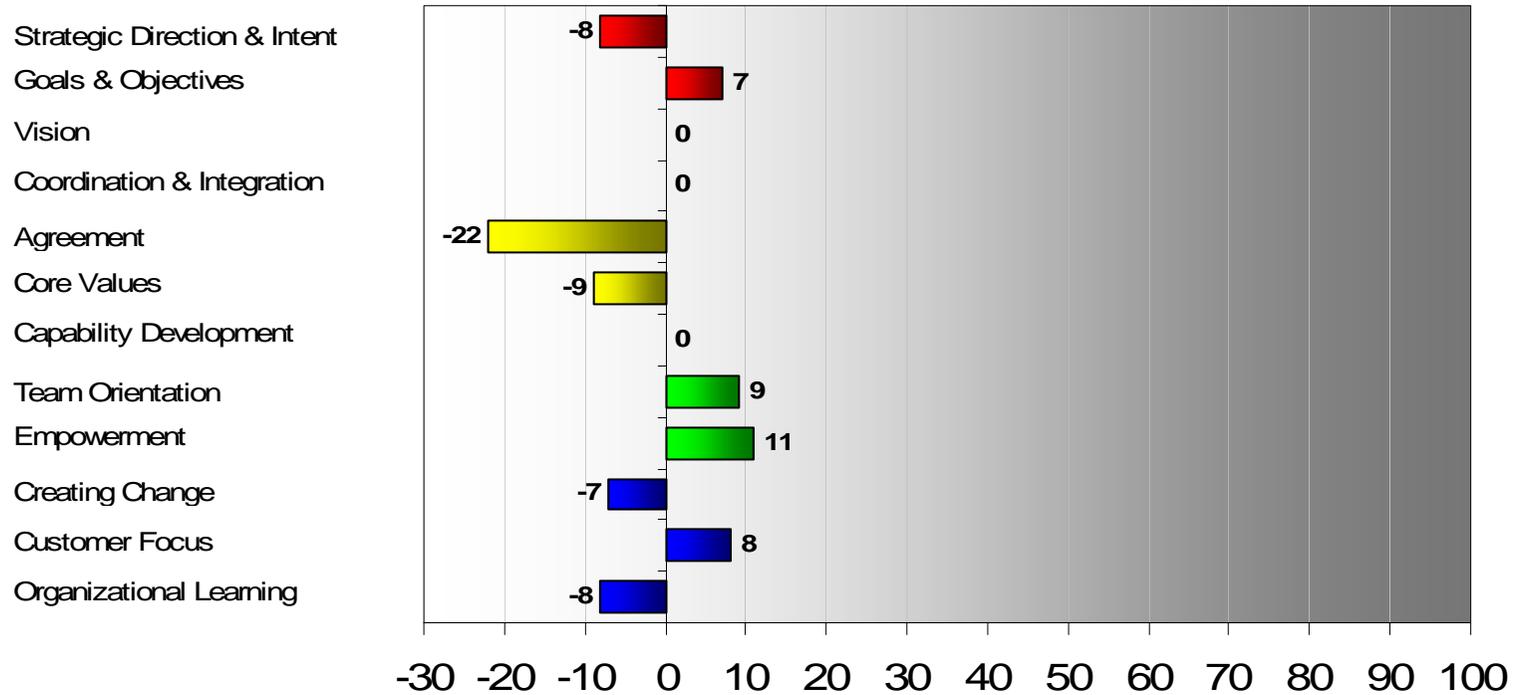
Top 25%



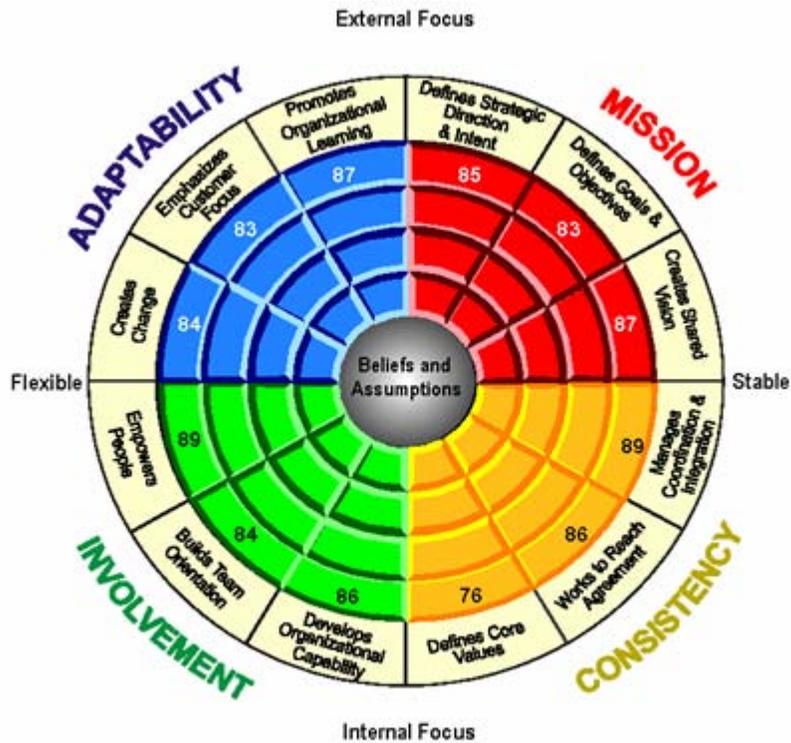
Bottom 25%

## Tier II - Self

### Percentile Differences between Bottom 25% and Top 25%

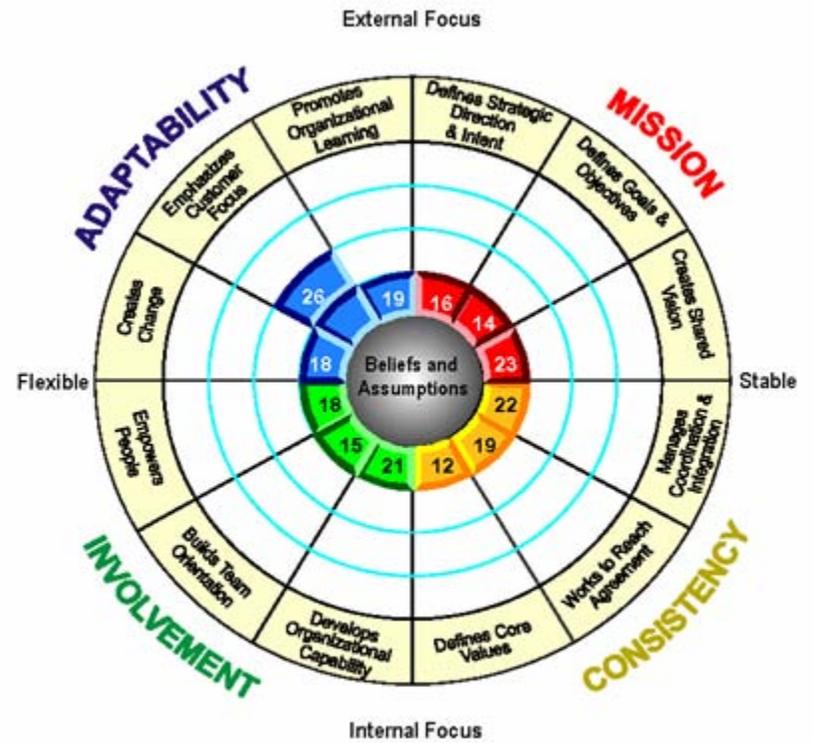


# Tier II Comparison By Effectiveness Scores



Combined Other

Top 25%

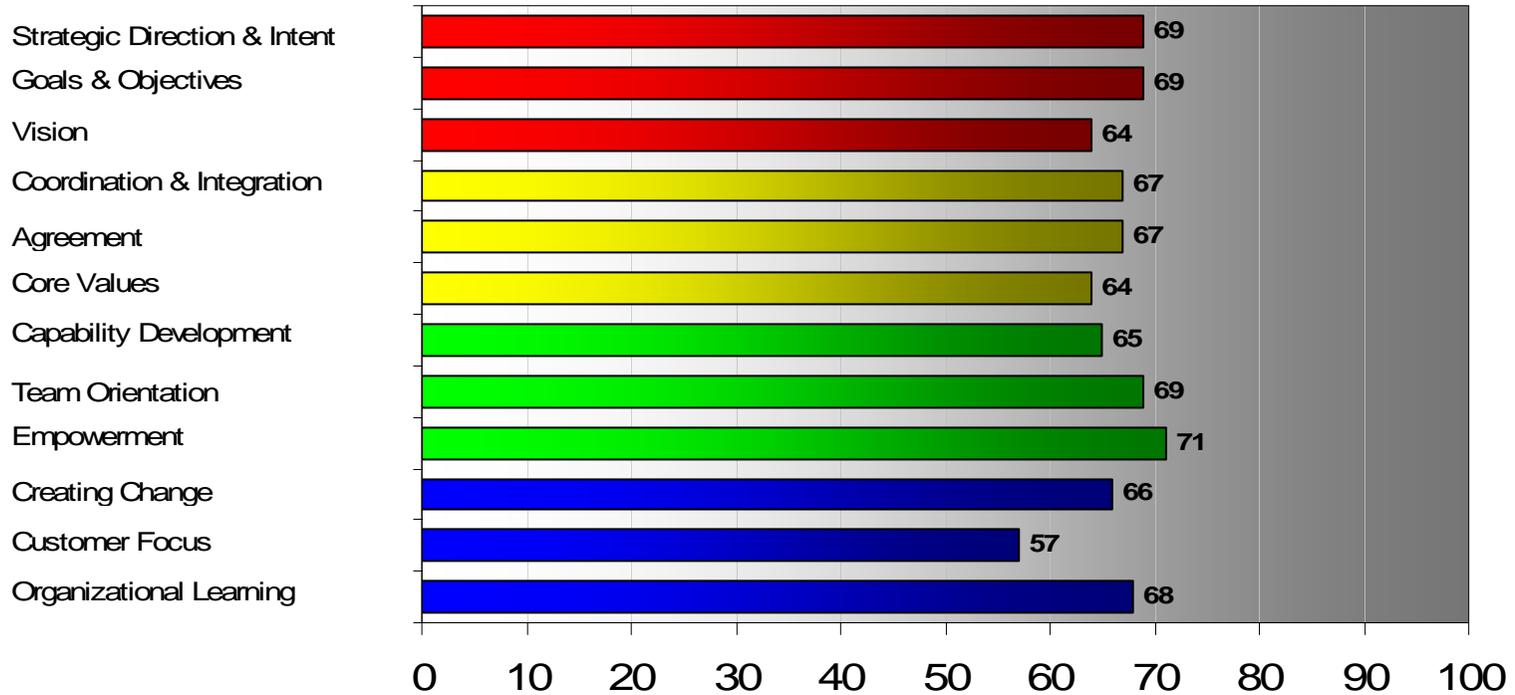


Combined Other

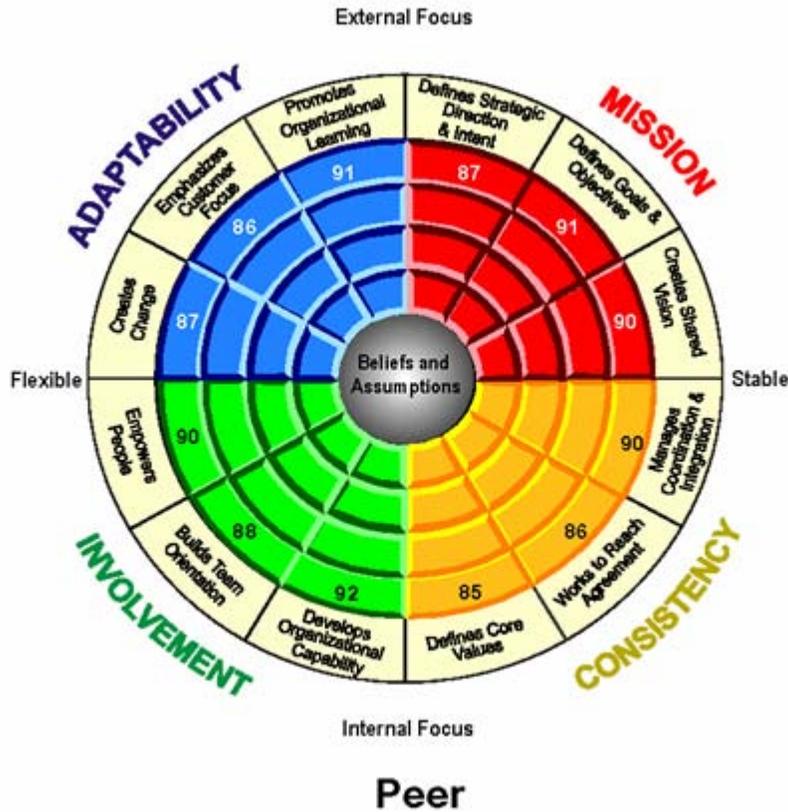
Bottom 25%

## Tier II - Combined Other

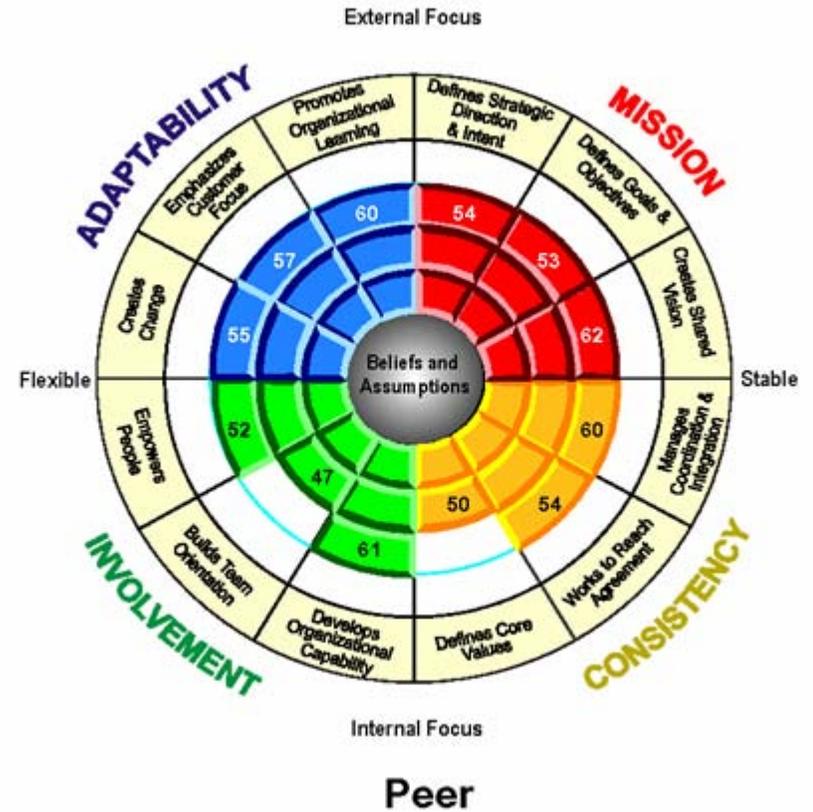
### Percentile Differences between Bottom 25% and Top 25%



# Tier II Comparison By Effectiveness Scores



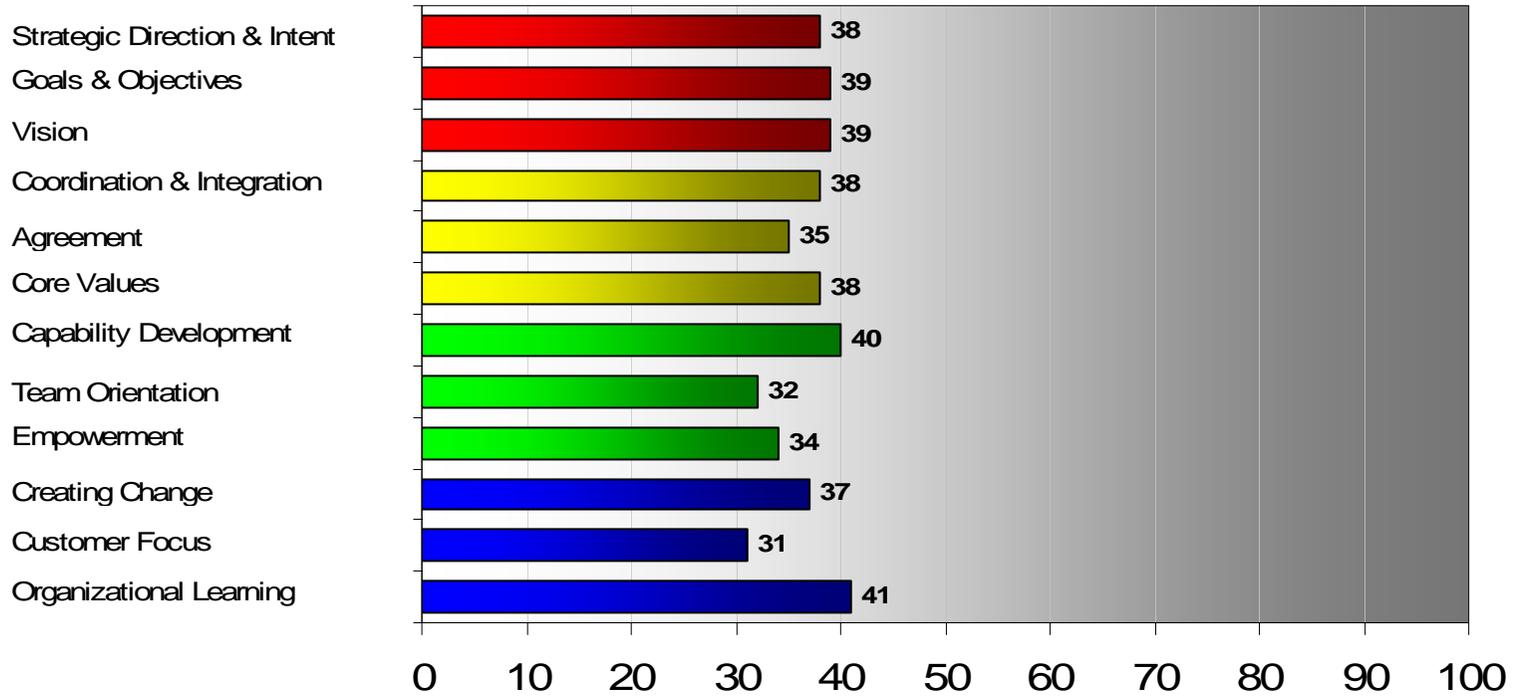
Top 25%



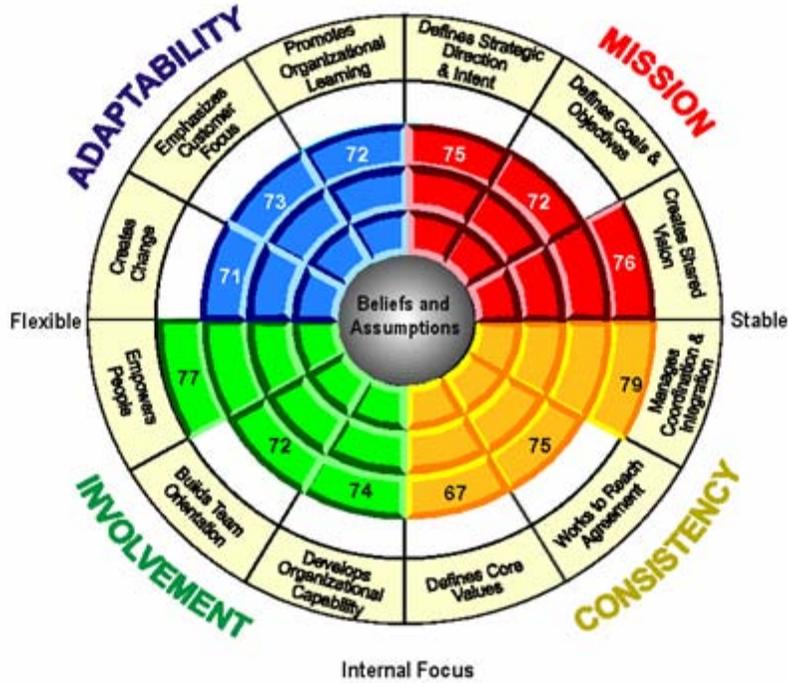
Bottom 25%

## Tier II - Peer

### Percentile Differences between Bottom 25% and Top 25%

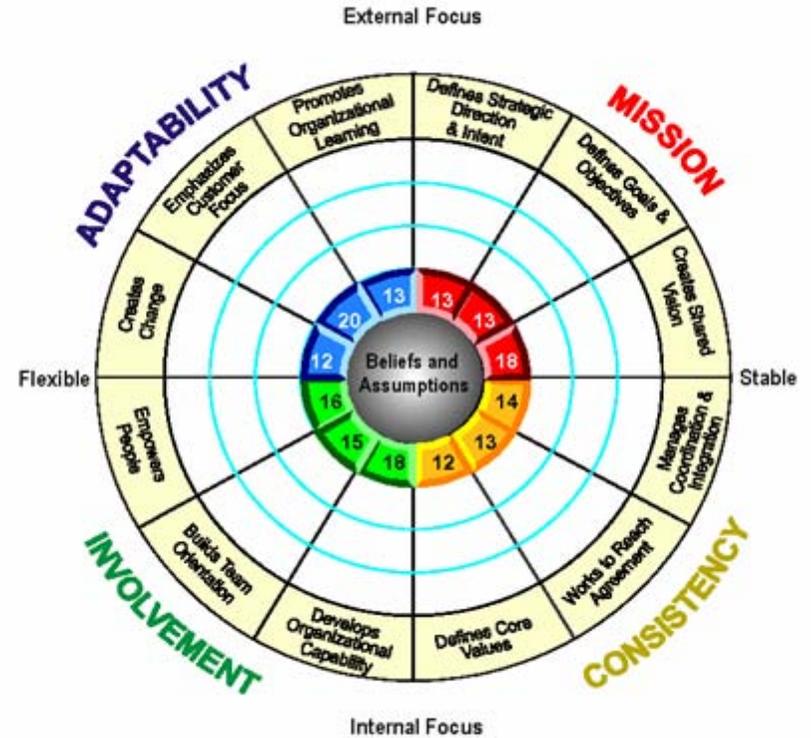


# Tier II Comparison By Effectiveness Scores



**Direct Report**

Top 25%

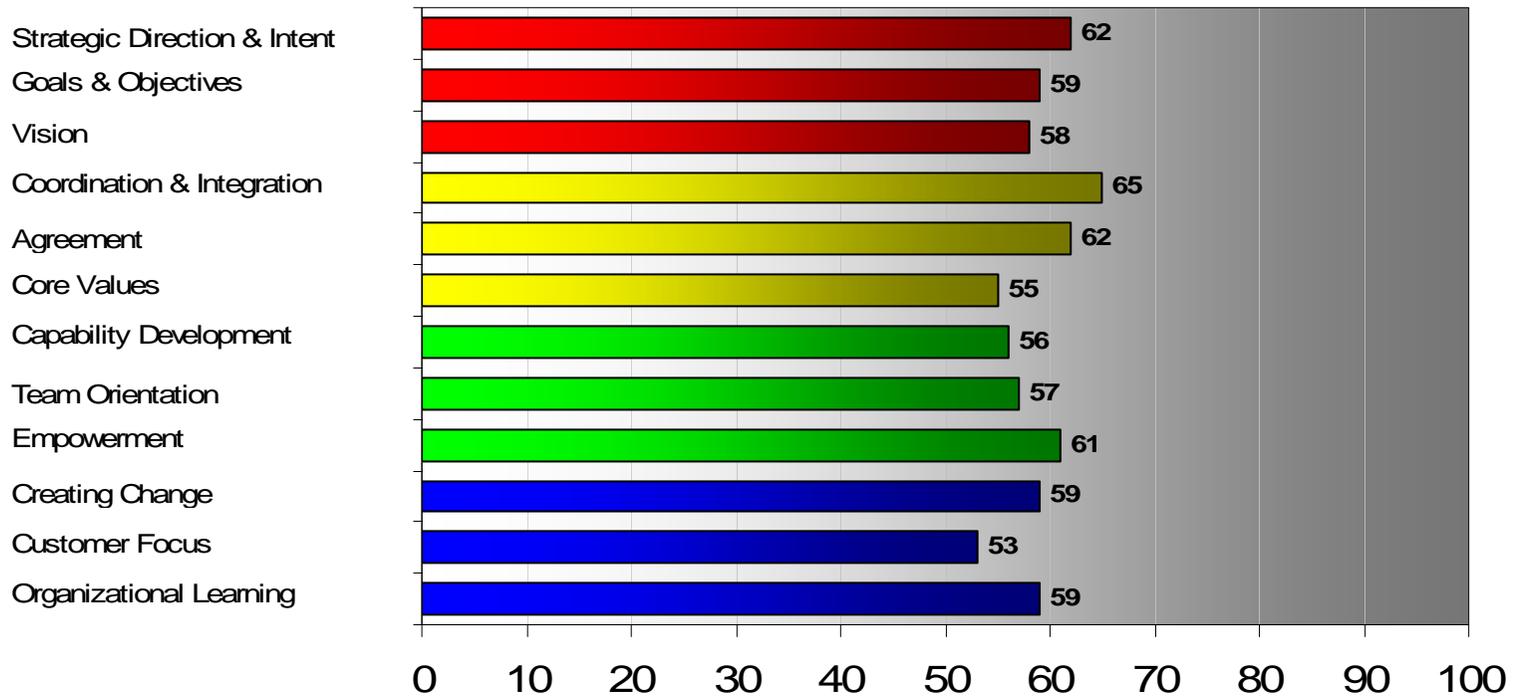


**Direct Report**

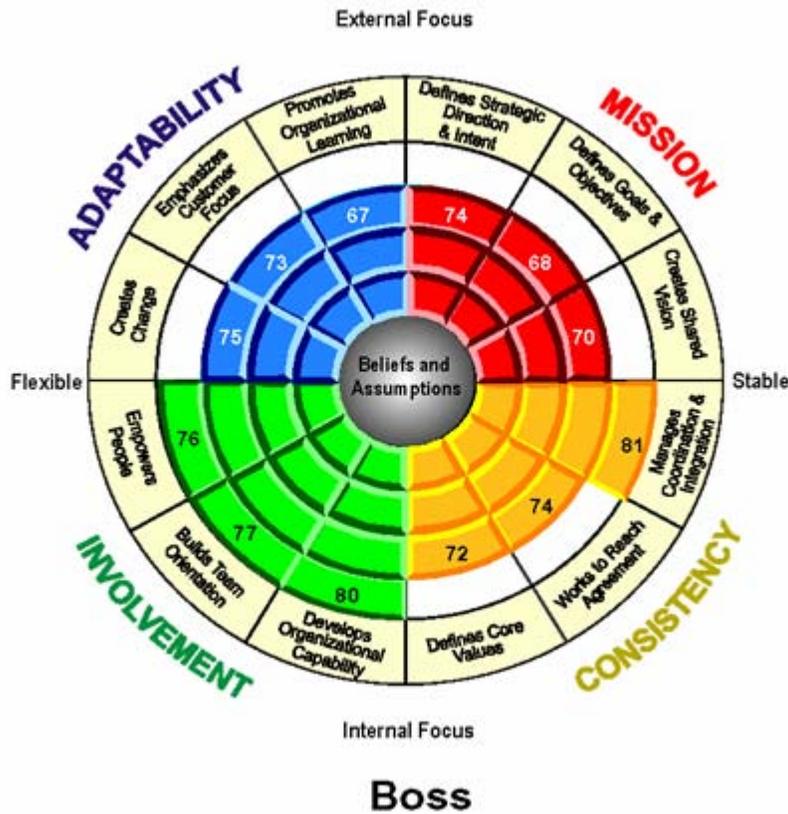
Bottom 25%

## Tier II - Direct Report

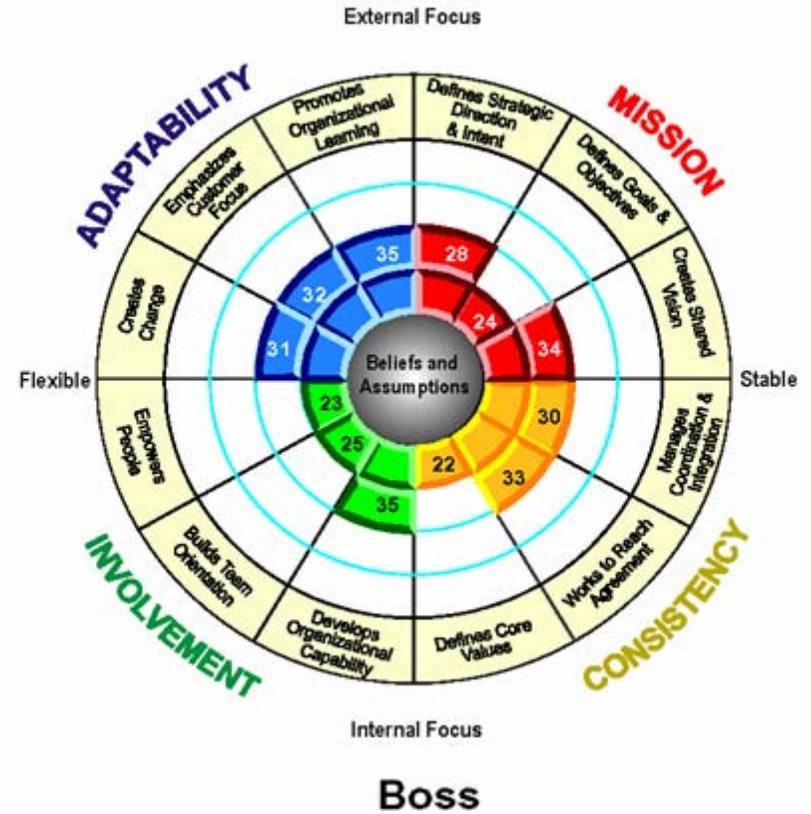
### Percentile Differences between Bottom 25% and Top 25%



# Tier II Comparison By Effectiveness Scores



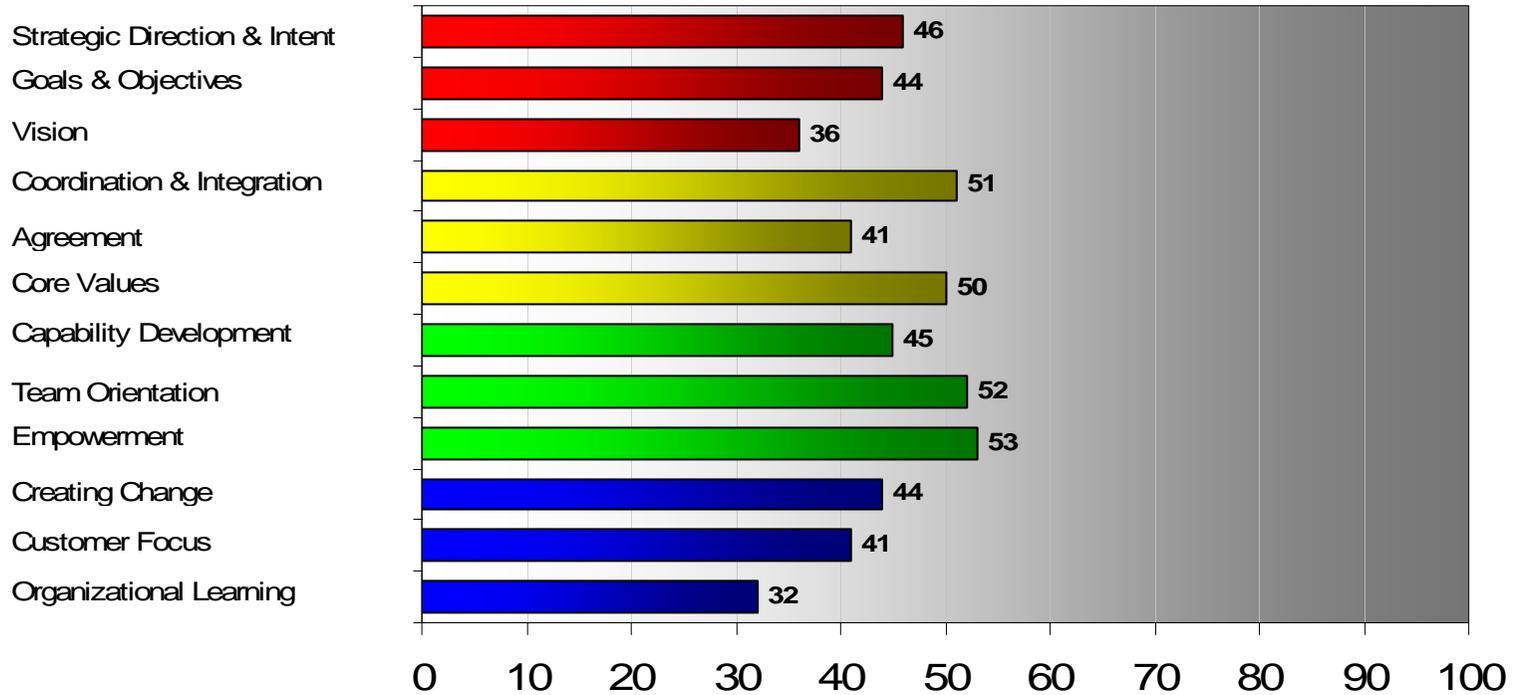
Top 25%



Bottom 25%

## Tier II - Boss

### Percentile Differences between Bottom 25% and Top 25%



## High and Low Line Item Scores (Based on Combined Other)

### Tier II Top 25%

#### Highest Scores

92	Sees that decisions are made at the lowest possible level.
88	Establishes mechanisms that facilitate effective cross-functional communication.
87	Translates the vision into reality in a way that helps guide individual action.
87	Organizes work so that everyone sees the connection between the vision and daily activities.
86	Provides employees with a clear mission that gives meaning and direction to their work.
86	Helps create an environment that facilitates coordination of projects across functional units.
85	Communicates the organizational vision to his/her employees.
85	Serves as a model that creates change in other parts of the organization.
85	Works hard to foster the alignment of goals across all functional areas.
85	Knows when to use a team approach to solve problems.

#### Lowest Scores

62	Has an ethical code that guides his/her behavior.
63	Has earned the confidence and trust of others.
66	Does the "right thing" even when it is not popular.
70	Clearly articulates a set of fundamental beliefs that are not negotiable.
70	Values the contributions of the people s/he works with.
70	Acknowledges and celebrates team accomplishments.
71	Establishes high standards of performance.
72	Knows the strengths and weaknesses of the competition.
72	"Practices" what s/he "preaches."
73	Lives up to promises and commitments.

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## High and Low Line Item Scores (Based on Combined Other)

### Tier II Bottom 25%

#### Highest Scores

37	Encourages direct contact with customers.
35	Communicates the organizational vision to his/her employees.
32	Sees that decisions are made at the lowest possible level.
32	Is sensitive and responsive to diversity issues when dealing with others.
32	Actively seeks feedback from customers.
31	Openly accepts criticism without being defensive.
31	Encourages others to learn about the best practices in the industry.
29	Shares information so that everyone gets the information s/he needs.
28	Establishes mechanisms that facilitate effective cross-functional communication.
28	Champions change that goes beyond the scope of his/her job.

#### Lowest Scores

9	Has earned the confidence and trust of others.
12	Sets clear goals that are ambitious, but realistic.
12	Has an ethical code that guides his/her behavior.
13	Establishes high standards of performance.
13	Foresees problems before they arise.
14	Does the "right thing" even when it is not popular.
14	Clearly articulates a set of fundamental beliefs that are not negotiable.
14	Effectively allocates resources in line with strategic priorities.
14	Provides clear directions and priorities for employees.
14	Values the contributions of the people s/he works with.

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