

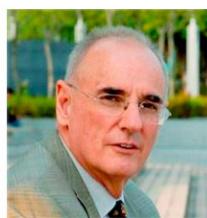
## Perth Mission



Perth's mission is to increase the levels of business acumen and awareness of their financial impact amongst managers and executives. It aims to fill a gap in leadership training so that both current and future leaders are aware of the behavioral factors underlying their own financial performance and impact and the influence of these factors on the market value of a company.

Perth believes that if managers are taught to think in this new way, they will be able to avoid the types of financial crises we have recently seen because of their awareness of the behavioral factors underlying financial performance and financial phenomena. Perth's work forms a part of the emerging disciplines of behavioral economics and finance and Perth's mission is to leverage the insights from these disciplines in the area of leadership assessment and development.

## History



Dr. E. Ted Prince

Perth Leadership Institute (PLI) was founded by Dr. E. Ted Prince in 2002. Dr. Prince is a globally recognized expert in the area of leadership assessment and development. He has numerous publications in this area and is a frequent speaker at industry conferences. He had extensive background running companies as CEO including public companies. He has also been on the boards of over 20 companies. His background led him to reflect deeply about the business and financial aspects of leadership and how they could be addressed to improve leadership and team effectiveness.

Since its founding, Perth has developed a new category of leadership assessment focused on the identification and measurement of business acumen and the financial impact of leadership behaviors. This system is known as the Perth Leadership Outcome Model (PLOM). Perth has brought this work to numerous well-known companies globally. It has a particular focus in China where its assessments are available in Chinese and its

work has been widely published. Perth is a pioneer in this area and its contribution has been widely recognized both in the US and overseas.

## Approach

Perth's approach to leadership and business acumen is completely new and innovative. Rather than focus on the capabilities of a leader, the traditional approach, PLOM is concerned only with the company outcome resulting from the leader's actions and decisions.



Perth's research constitutes a new approach to behavioral finance, the discipline that has emerged over the past 10 years that integrates the psychology and financial behaviors of consumers and executives. Behavioral finance and behavioral economics are leading to the creation of new classes of studies and practical applications.

Perth's business acumen programs for executives and teams introduce this new way of thinking and acting to corporations to provide programs that are intensely practical and business-focused and which lead to significant impacts on the financial and business outcomes of individuals and enterprises.

Perth's research reveals that all individuals have distinct, identifiable and measurable financial traits or competencies. These financial competencies are characteristic and have highly predictable impacts on financial decisions and actions and ultimately on individual and organizational financial performance. We can use this knowledge in a developmental manner to improve the financial performance of individuals and organizations.

Perth has developed the idea of the financial signature® of a manager. Through its assessments, it identifies and measures this and shows its impact on financial and valuation outcomes. It uses this data as part of its programs which focus on both individual and team financial effectiveness and their impact on corporate valuation outcomes.

## Products and Services at a glance

Perth's products identify and measure business acumen and impact on financial outcomes. It has the following products and services:

**Assessments:** These identify and measure business acumen and financial impact of individuals and teams and valuation outcomes of companies based on behavioral financial factors. Its three assessments are the Financial Outcome Assessment®, the Executive Outcome Assessment® and the Corporate Financial Outcome Assessment®.

**Training:** Perth provides training programs for managers and executives ranging from high potentials right up to C-levels. Its main focus in team programs.

**Coaching:** Perth provides individual coaching sessions either as part of team programs or on a one-off basis.

**Customized Development Plans:** As part of both individual or team programs, Perth provides development plans to improve financial behaviors and impact which are customized to particular individuals.

## Why should you choose Perth?

There are three compelling reasons to choose Perth to support your leadership development and training efforts:

1. It has pioneered the integration of business acumen concepts into leadership development programs and is a globally-recognized thought leader in this area.
2. It is a global leader in research into business acumen, the financial impact of managers, and in the behavioral factors driving financial performance.
3. It is the only company that has online assessment instruments devoted exclusively to measuring business acumen and financial impact.