

Perth Leadership Institute Announces White Paper on Innovation Styles and Financial Performance

White Paper Links Executives' Innovation Styles to Competitive Superiority

(Gainesville, Florida, January 9, 2007) The Perth Leadership Institute (<http://www.perthleadership.org/>), the industry leader in business acumen assessment and development programs, today announced the availability of its White Paper into the innovation styles of executives. The White Paper sets out a new approach to identifying and developing executives with innovation styles that are most likely to have a high commercial impact, using formal assessment instruments developed by Perth.

The research is based on the book by Dr. E. Ted Prince, Founder and CEO of the Institute, entitled *The Three Financial Styles of Very Successful Leaders*, published by McGraw-Hill in 2005.

According to Dr. Prince, "Our White Paper sets out a new approach to innovation. Rather than just focus on innovation processes, companies need also to look at the innovation styles of the managers and leaders of innovation programs. As the White Paper shows, having innovative managers is not enough. They must also have an innovation style that will result in commercial impact. Their innovation performance can be improved by showing them how their behavior is linked directly to company profitability and valuation."

The Perth Leadership Institute has developed new leadership assessments based on its research. These form part of its financial performance training and improvement programs for executives. These include its Individual Financial Performance Program, Team Financial Program and Valuation Alignment Program.

Perth recently announced the release of its Financial Outcome Assessment™, an online instrument which assesses the financial acumen of executives and managers and shows them how to develop it.

The Perth Leadership Institute was founded in 2002 in Gainesville, Florida, by Dr. E. Ted Prince to carry out research into the linkages between behavior and company financial outcomes. Its programs are targeted at executives and managers and are used by human resource leaders for leadership and executive development and for talent management and to improve individual and team financial performance.

To obtain more information, email stevenlevitt@perthleadership.org or call (352) 333 3768.

Perth Leadership Institute
(352)333-3768
info@perthleadership.org
www.perthleadership.org