



# The Max Potential Profile.

*Predict. Prepare. Perform.*

Leadership vacancies are growing, pipelines are thin, and too many promotions fail.

The Max Potential Profile is a new assessment tool that turns uncertainty into clarity. The MPP gives you a clear, predictive view of your leadership bench: who is ready now, who can be ready next and how to accelerate development.

It transforms succession from guesswork to strategy - equipping you to build leaders for today and tomorrow.

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## The leadership bench challenge.

# 11%

Of companies report having a strong leadership bench.<sup>1</sup>

# 72%

Of organizations face increasing leadership vacancies. But 76% lack confidence in filling them.<sup>2</sup>

# 70%

Of transformations falter due to leadership capability gaps.<sup>3</sup>

# 40%

Of newly promoted leaders fail in the first 18 months.<sup>4</sup>

*Boards and CEO's are asking "Do we have the leadership bench to succeed in the future?"*

<sup>1</sup> DDI, 2021

<sup>2</sup> Corporate Leadership Council

<sup>3</sup> McKinsey, 2021

<sup>4</sup> Hernandez et al. 2021.

## Our Solution: The Max Potential Profile (MPP)

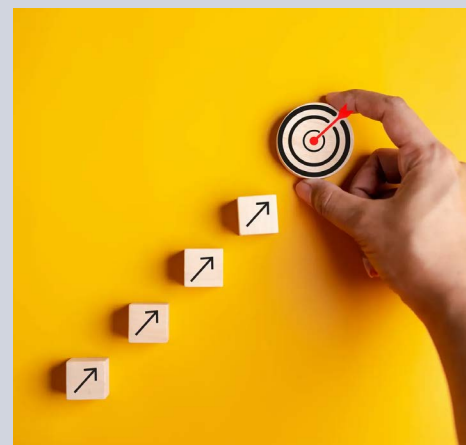
More than an assessment, the MPP reveals not just who your leaders are today, but what they can become in the future - pinpointing capability, growth potential, risks and readiness for bigger responsibilities.

**Evidence-Based:** Validated through large-scale research to reliably predict leadership performance.

**Future-focused:** Identifies readiness for senior leadership in times of complexity and change.

**Actionable:** Delivers clear, targeted priorities to accelerate leaders' development.

**Enterprise-wide lens:** Reveals strengths, risks, and gaps across your leadership bench..



*"With the MPP, we moved beyond politics and opinion to data-driven conversations about our successors - ensuring we invest in those who are truly ready for executive responsibility."*

VP Group HR,  
Financial Services Firm

Select clients include:



Booz | Allen | Hamilton



# The MPP Advantage.

Built on world-class assessments and validated against leadership outcomes, the MPP enables you to:

- 📌 **De-risk succession:** Make confident, evidence-based choices about successors.
- 📌 **Future-proof pipelines:** Ensure future leaders can thrive in disruption.
- 📌 **Target development:** Focus on capability gaps most critical to your strategy.
- 📌 **Gain enterprise insight:** Benchmark and track leadership strength across the organization.



## How MPP Works.



### 1. Align

Anchor leadership to your strategy and culture. Define what "great" looks like in your context and tailor the MPP accordingly.



### 2. Assess

Evaluate current and future leaders with a predictive, whole-leader assessment to measure readiness and potential.



### 3. Activate

Turn insights into targeted actions. Accelerate readiness with AI-driven development plans and manager coaching guides.



### 4. Analyze

See the big picture. Spot strengths, risks, and gaps across your leadership bench with predictive analytics.

# The MPP in Action.

## 📌 Building a Ready-Now Bench in a US Government Agency

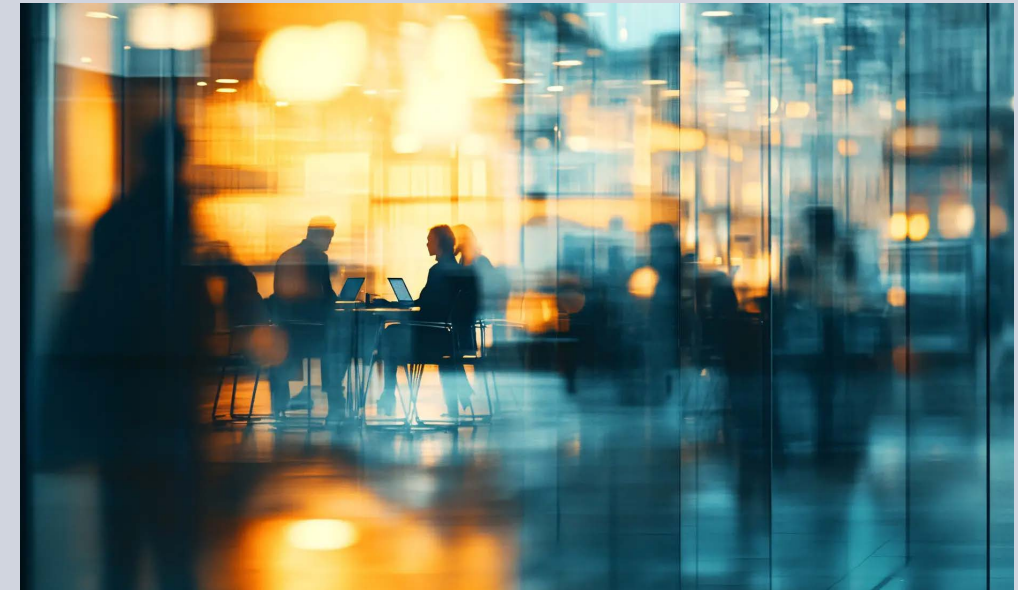
By moving from tenure-based promotions to data-driven decisions, the agency unlocked objective insights that accelerated leader readiness, guided targeted development, and brought greater fairness and transparency to succession planning.

## 📌 Breaking the Politics of Succession in a European Defense Giant

By cutting through politics with MPP's data-driven insights, the contractor built transparent succession plans, sharpened coaching on key gaps, and accelerated the readiness of leaders for mission-critical roles.

## 📌 Raising the Bar on Leadership Selection in a European Bank

MPP brought clarity and confidence to a COO search. With six finalists assessed, the panel made an objective choice, while each candidate gained actionable insights to fuel their leadership growth.



1. DDI, 2021  
2. PwC, 2024  
3. CLC, 2016

Produced by Designworks.

## 40%

Assessment + high quality, targeted development = 40% stronger leadership bench.<sup>1</sup>

## 13x

Companies with high-quality leaders are 13x more likely to outperform industry peers.<sup>2</sup>

## 2.7x

Executives selected using assessments are 2.7x more likely to succeed.<sup>3</sup>

**Stop guessing. Start knowing.**  
**Build a ready-now bench with the MPP**

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