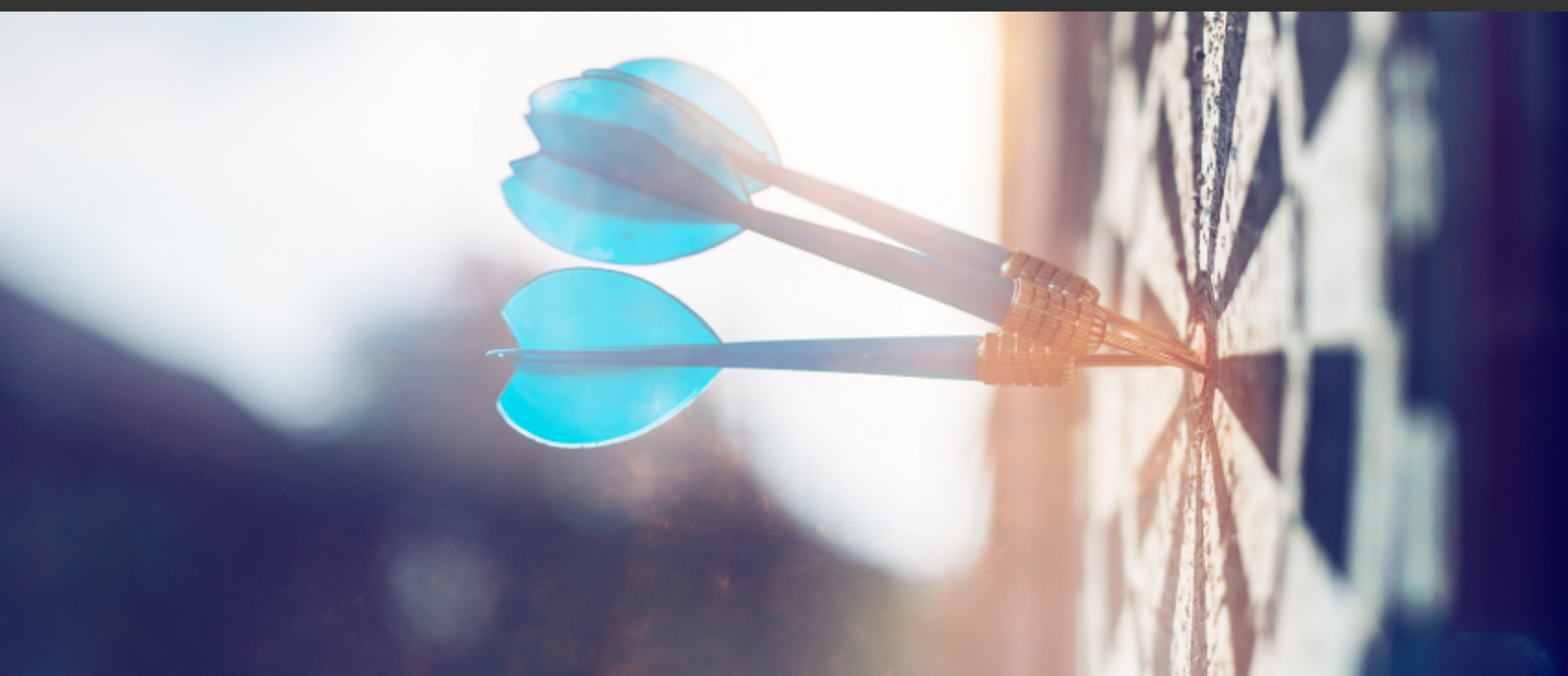


# Developing Employees As Leaders

## DEAL

Original post from: [www.avantleadership.com/blog](http://www.avantleadership.com/blog)



We wanted to provide a low cost, scalable, actionable and easy to use tool.

Avant developed its first technology product, DEAL, to help small and mid-sized companies overcome obstacles they face in talent development. We wanted to provide a low cost, scalable, actionable and easy to use tool. These companies did not have the resources (e.g., time, people, money) to invest in large scale development and training efforts. Other companies wanted to provide feedback, but they were just getting started which made a 360-survey process too intensive, too costly, and too time-consuming. They wanted to encourage managers and employees to have development conversations with a practical framework. After launching DEAL, here is what our customers have told us.



your people. your culture. your partner.

# Developing Employees As Leaders **DEAL**

## Feedback – A Conversation Starter & Easy to Use

In user feedback surveys, one attribute of DEAL that's frequently mentioned is the fact that it sets the stage for a positive conversation.

*"It's a conversation starter and an educational tool. It's gathering and receiving feedback about what's truly important in leadership and breaking that down into manageable chunks of information. It's really about identification, education and putting context around specific development areas."*

- Chris Carter, Vice President of Service, Murphy Company

### Others have said:

- My employees really thought it was an opportunity to grow versus meet this goal, accomplish this and have a performance review.
- It provides a frame of reference to guide their individual efforts as employees and my efforts as a manager.

### Another element users appreciate is the fact that a low investment of time yields significant insight and an action plan.

- You were able to get meaningful results without spending a ton of time.
- It was easy to move from the findings on to next steps and where do we go from here. We found it was an efficient, quick way of getting to the "WHAT."

## DEAL Details

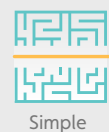
DEAL is a competency-based assessment test grounded in empirical research about motivating change. It is a 15-minute survey that is based on 8 core competencies of "Leading Self" and "Influencing Others." Each competency has 3 levels of complexity. The rating scale focuses on the consistency of a given behavior across multiple environments. The output has a clear red, yellow, and green flag system where the



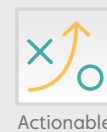
Positiv



Brief



Simple



Actionable



Low Cost

manager and employee's ratings are compared. The behavioral statements in combination with the development guide and calibration discussion with manager readily translate into an action plan. We can provide you with more information or a sample report if you would like – [www.avantleadership.com/contact/](http://www.avantleadership.com/contact/).



### 8 Core Competencies

Each competency has behavioral statements spanning 3 Levels of Complexity.

**3 Advanced**  
Reads audience and adjusts communication style appropriately.

**2 Intermediate**  
Invites others to share their views.

**1 Foundational**  
Effectively communicates ideas when speaking.

For more information, contact [info@avantleadership.com](mailto:info@avantleadership.com).

For more than 30 years, Avant has advanced leadership and organizational performance with Fortune 500 companies. Author: Kristin L. Ihle, Ph.D.