



JACKSON LEADERSHIP
SYSTEMS INC.

Breakout Performance Index (BPI)[™]

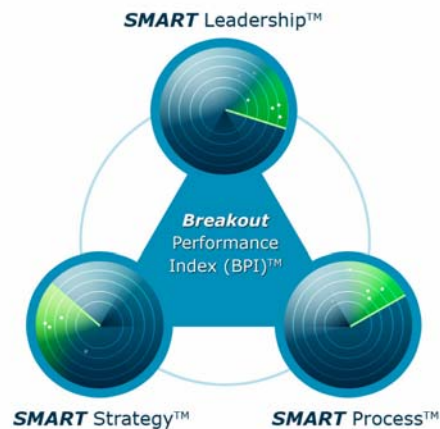
- How does your Senior Management Team rank in terms of its Leadership, Strategy, and Process relative to other high-growth companies?
- What does your BPI Profile suggest your future growth rate will be (compared to our proprietary database of other firms)?
- Where are the key areas your Senior Management Team needs to drill into to unlock potential future growth?
- Get your Senior Management Team to step out of the day-to-day tactical issues to focus on the most relevant leadership and strategic issues that will help drive your organization's future long-term growth

Benchmarking has become a critical way for organizations to measure the effectiveness of their internal processes relative to other highly successful peers. However, rarely is benchmarking tied explicitly to future organizational revenue growth.

Dartmouth Tuck School Strategy and Leadership Professor Sydney Finkelstein and Jackson Leadership have developed the "**Breakout Performance Index (BPI)[™]**" diagnostic tool to fill this critical void and help CEOs and their teams drive high-performance.

The BPI[™] is based on 8 years of empirical research into what statistically differentiates highly successful companies from those that cannot sustain and keep pace with their growth. This new diagnostic tool is based on research for the 2006 best-seller, Breakout Strategy, and the Amazon #1 best-seller, Why Smart Executives Fail.

The BPI[™] is conducted through a confidential Web-based survey, completed in 12 minutes and filled out by the organization's Senior Management Team.



What Factors drive 'Breakout Performance?'

According to our research, the critical factors that help drive a company to sustainable double-digit growth all relate to leadership, strategy, and process. These include:

- **SMART Leadership[™]**
 - Key Executive Skill-Sets
 - Senior Team Structure
 - Senior Team Process
 - The Organization's "Leadership Funnel"

To find out how your organization ranks on the Breakout Performance Index[™], contact Eric Jackson at leaders@jacksonleadership.com or +1.416.929.3838



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- **SMART Strategy™**
 - **Checking Strategic Assumptions**
 - **Strategic Alignment**

- **SMART Process™**
 - **Clear Organizational Structure**
 - **Clear Communication Channels**
 - **Engaged Culture**

Benchmarking your BPI™ scores

The BPI™ provides you with a full-report summarizing your team's ratings of whether they possess (1) SMART Leadership™, (2) SMART Strategy™, and (3) SMART Process™.

Your Report also includes a benchmarking of your scores relative to other high-growth companies in our **Breakout Performance™ Proprietary Database**. These are companies who have ensured their growth is sustainable over a multi-year period. You will know to what extent your team is above- or below-average on each of the critical dimensions.

Every BPI™ Report also contains a complete list of actionable recommendations for correcting areas that are holding back growth in your organization.

How Easy is the Process?

The process is straightforward with a quick turn-around time. Senior Management Team members only require 12 minutes to complete the diagnostic through a Web-based interface. The BPI™ Report is scored immediately.

Jackson Leadership consultants will meet with your Senior Management Team for a half-day meeting to discuss your BPI™ Report and action-plan immediate steps that are needed to start driving future sustainable growth in your business.

Once completed, the BPI™ can become an annually revisited process, allowing you to continue monitoring these keys to unlocking high-growth on an **ongoing basis** and ensuring that your fast-growth is sustainable.

By completing the BPI™ and following through on key areas for unlocking value, Jackson Leadership will ensure that your legacy is one of having built a *Breakout Organization™*.

For more information on pricing and to view a Sample BPI™ Report, please contact Eric Jackson at +1.416.929.3838.

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