

INVESTING IN FIRST-LEVEL LEADERS **PAYS** DIVIDENDS

Study shows dramatic improvements in confidence and results when organizations develop their first-level leaders.

FranklinCovey conducted research that shows organizations why it is so important to find and foster first-level leaders. Access to leadership development is the X-factor between leaders who lead and those who just manage.

Team collaboration and **BUSINESS OUTCOMES** are much more likely to **OUTPERFORM WHEN ORGANIZATIONS OFFER LEADERSHIP DEVELOPMENT** to first-level leaders.



THE LEADERSHIP BRAIN DRAIN

No one is born into leadership, but anyone can be coached to be a leader. Organizations rely on solid leaders, and the best ones are a rare find—like a vein of gold. Organizations make great efforts to find new leaders, groom them, and retain them. Failure to recognize and mentor great leaders is a leading cause of organizational brain drain, because good employees leave when they feel stuck. If your leaders show signs of feeling stuck, other employers will surely find them and recruit.

First-level leaders are no exception.

WHO ARE FIRST-LEVEL LEADERS?

Where does a leader's legacy begin? For most in the workplace, that legacy begins with the opportunity to run a single team. We call leaders who have just one tier of employees reporting to them “first-level leaders,” because they are on the first step of leadership.

First-level leaders have tremendous impact on your business. They execute key company strategies, keep frontline employees engaged, and often serve as escalation points for unhappy customers.



FAILURE TO recognize and **MENTOR** great leaders is a leading **CAUSE OF** organizational brain **DRAIN**, because good employees leave when they feel stuck.



Developing a pool of great first-level leaders is the lifeblood of organizations. These leaders instill a passion for the customer in their teams. They teach employees how to work through problems and turn ideas into action. Great first-level leaders help your organization thrive, not just survive.

When you retain great first-level leaders long enough, they transform into great top-level leaders—those senior decision makers who define the very future of your business.

But research shows that first-level leaders need help advancing to the next level.

PROFESSIONAL DEVELOPMENT **SHORTAGE**

With fierce competition, failed products, and companies making big bets, it's disappointing to learn that only 44% of organizations provide leadership development to their employees. Poor leadership is the quickest way to land on the wrong side of those bets.

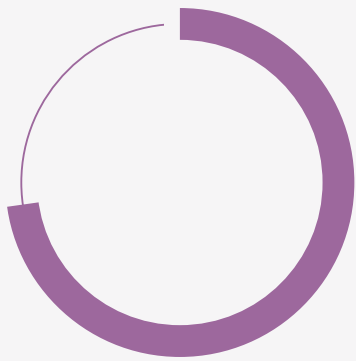
44%

of organizations
PROVIDE leadership
TRAINING to their
employees.



LEADERSHIP DEVELOPMENT **MAKES AVERAGE** LEADERS **GREAT** LEADERS

FEEL BETTER PREPARED TO LEAD
THEIR TEAMS THROUGH CHANGE



73%

OF FIRST-LEVEL
LEADERS **WITH**
ACCESS TO
LEADERSHIP
DEVELOPMENT

FEEL MORE COMFORTABLE RECEIVING
CONSTRUCTIVE CRITICAL FEEDBACK



31%

OF FIRST-LEVEL
LEADERS **WITH**
ACCESS TO
LEADERSHIP
DEVELOPMENT

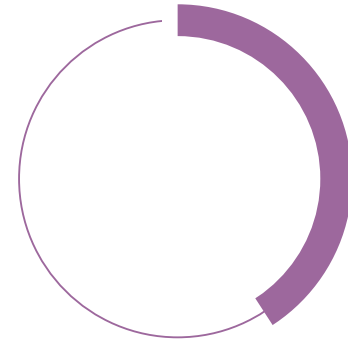


“Imagine
the cost of
FAILING
TO fully
ENGAGE
the
workforce.
It is far
GREATER
than all
taxes,
interest
charges,
and labor
COSTS put
together!”

STEPHEN R. COVEY

LEADERSHIP DEVELOPMENT **BUILDS** TEAM **COLLABORATION**

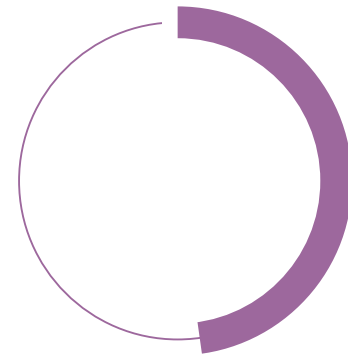
FEEL MORE LIKELY TO SAY THEY
HAVE THE TRUST OF THEIR TEAM



41%

OF FIRST-LEVEL
LEADERS **WITH**
ACCESS TO
LEADERSHIP
DEVELOPMENT

FEEL BETTER PREPARED TO COACH
AND DEVELOP THEIR TEAMS

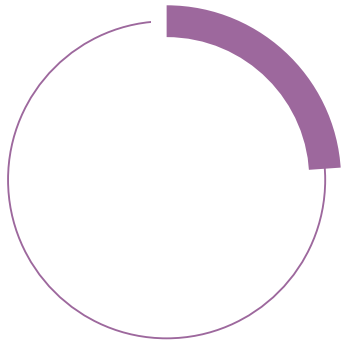


48%

OF FIRST-LEVEL
LEADERS **WITH**
ACCESS TO
LEADERSHIP
DEVELOPMENT

LEADERSHIP DEVELOPMENT FOSTERS **CONFIDENCE**

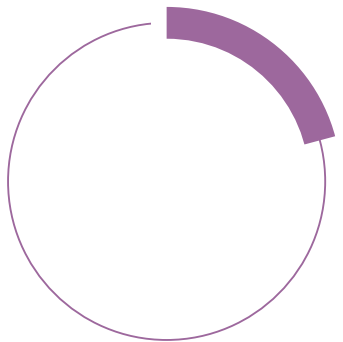
FEEL MORE CONFIDENT
AS A LEADER



24%

OF FIRST-LEVEL
LEADERS **WITH**
ACCESS TO
LEADERSHIP
DEVELOPMENT

FEEL MORE CONFIDENT IN THEIR
ABILITY TO ACHIEVE RESULTS



21%

OF FIRST-LEVEL
LEADERS **WITH**
ACCESS TO
LEADERSHIP
DEVELOPMENT



“Where do you **FIND** people who are **PASSIONATELY COMMITTED** to their work? You find them working for leaders who are passionately committed to them.”

JIM HULING, MANAGING CONSULTANT, FRANKLINCOVEY



THE FRANKLINCOVEY FIRST-LEVEL LEADER REPORT

The FranklinCovey First-Level Leader Report is a quantitative study that helps organizations know how to engage and improve their first-level leaders. An independent research firm surveyed a random sample of 400 first-level leaders in November 2018. Margin of error at the 95% confidence level is plus or minus 4.9%. The industry and ethnicity data breakouts are directional only.

For more information on this research and ways to improve first-level leaders in your organization, email us at info@franklincovey.com or visit franklincovey.com.