

Perth Business Value Press Release

Revolutionary new approach set out in White Paper uses innovative on-line instruments to identify and develop high-profit achieving managers and executives.

(Gainesville, Florida, October 17, 2006) The Perth Leadership Institute (<http://www.perthleadership.org/>), the industry leader in executive financial style assessment and development programs, today announced the availability of its White Paper on the financial styles of leaders. The White Paper explains how to identify and develop high-profit leaders and executives using formal assessment instruments developed by Perth. The White Paper is available at <http://www.perthleadership.org/Documents/perthleadershipoutcomemodel.pdf>.

The research on which the White Paper is based is set out in 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 paradigm for identifying and improving leadership outcome, defined as financial and valuation outcome. Human resource leaders, learning and development staff, corporate universities and business leaders now have access to a new set of leadership profitability development tools, based on this research. These directly influence and improve the financial performance of executives and managers by revealing to 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 AssessmentT, 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 executive development, succession planning and to improve individual and team financial performance.

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