

## **Perth Leadership Institute introduces first-ever leadership assessment for financial acumen, used in leadership development programs to improve financial impact and profitability.**

*(Gainesville, Florida, July 11, 2006)* The Perth Leadership Institute, the industry leader in leadership financial impact improvement programs, today announced the availability of its Financial Outcome AssessmentT (FOA), a formal on-line instrument to identify and measure financial style and acumen. Designed for use by executives and managers, the assessments identify the type of financial traits these professionals possess and show how they can improve such traits to impact the financial performance and profitability of their companies.

The FOA is based on extensive research conducted by the Perth Leadership Institute with executives and managers. The research 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 innovative assessments provide a new way for human resource leaders to make a direct impact on the bottom line of their companies. Our assessments have been shown to have immediate and significant impact on the financial performance of executives who undertake these programs, which reveal to them how their behavior is linked directly to company profitability and valuation."

The Perth Leadership Institute offers its assessments as 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.

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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