



## THE PRO DEVELOPMENT™

### LEADERSHIP ASSESSMENT TOOL (PRO-D™)

#### UNIQUE—COMPREHENSIVE—EFFECTIVE—VALIDATED

A key to effective leadership development and career satisfaction is a strong understanding of who one is. **Leaders with greater self-awareness are viewed as more effective and able to drive greater performance across the teams they lead in both personal and professional settings** ([Association for Talent Development, 2019](#)).

The question of who one is poses great complexity. Tools that measure just personality or style (like Myers-Brigg and DiSC) provide just a glimpse into one aspect of the complexity underlying who one is as a leader. **The most effective leadership development and career counseling is facilitated when one can see a more holistic view of oneself which comprises their personality traits as well as the way they respond to the environment**, which includes their communication style, current role and organizational culture. In academic literature this is referred to as [person-environment fit](#) (P-E).

The goal of successful leadership development is to facilitate a good fit between who one is and the environment in which they lead. When there is a misalignment between who one is and their environment, stress rises and impairs leadership effectiveness. Poor person-environment fit can lead to career dissatisfaction.

Thanks to computer-based algorithms, powerful data analytics combined with rigorous assessments now offer a comprehensive framework to interpret one's own inherent leadership preferences, while also discovering the fit to their current environment. **This deep level of self-awareness allows leaders to better respond to changes in their environment, identify points of tension and more fully align their personality to their environment.** In doing so, leaders are equipped with a profound level of self-awareness and can make data-driven decisions as they chart their leadership development and career choices in order to achieve optimal congruence between one's personality and environment.

THE PRO DEVELOPMENT™ TOOL

**PRO-D™ is a career alignment tool that helps individuals understand how their unique set of Missions, Competencies, and Styles (MCS) can be simultaneously expressed and experienced in a number of different career choices.** PRO-D™ utilizes a set of nine archetypes. Taken individually, the archetypes describe elements of behaviors, attitudes, and thoughts. However, when **converged**, they describe types and classes of people and constellations of behaviors, attitudes, and thoughts.

The concept of convergence is not a new one and is fully discussed in the writings of Savickas [Savickas, Mark L. and Lent, Robert W. (1994). *Convergence in Career Development Theories*. Palo Alto, CA: CPP Books.]. During the early 1990's, Savickas and other leading career theorists were calling for a new, comprehensive, fully convergent model to articulate, measure and integrate competencies, motivations and style factors.

Traditional career counseling and leadership development instruments have mostly focused on one or two of these dimensions. However, **simply discerning that an individual has the personality for a certain position does little to ensure that they also have the abilities or even motivation necessary for that role.** This limited one-dimensional approach does not appropriately consider the complexity of human nature nor one's individual differences in order to more accurately identify career alignment and long-term fulfillment.

**PRO-D™ is unique** in that it considers three individual factors of mission, competency, and style and *converges* them in order to triangulate results which illuminate ideal career choices that appeal to and leverage one's purpose, strengths and personality. It does this by also converging one's mission, competency and style with their current role and organizational environment.

As a result, the PRO-D™ assessment tool is designed for self-awareness and to identify career options and leadership development opportunities that emerge when an individual's Missions, Competency, and Style *converge* with their ideal role and organizational fit. **The sensitivity and specificity of the PRO-D™ system allows for thousands of possible career choices – far more individualized than traditional vocational instruments.**

For more information about PRO Development™ visit [www.pro-d.com](http://www.pro-d.com).