



Evaluation Services

Seeing things clearly from all angles leads to better decisions for the future.

★ ITCB performs evaluation as an athletic coach; the goal is to support and help leaders be the best they can be. ★

Every Organization Has Blind Spots

Every **organization, department, project** and **leader** has blind spots. These are areas where their assumptions do not match reality. These blind spots are often caused by:

- Missing information because it was never asked for or collected
- Incorrect information caused by people withholding or modifying information due to fear

Setting a course to success or devising a winning plan comes from making the best choices for your organization. The quality of every decision is dependent on the information that you have available to you at that time.

★ Blind Spots and Missing Information are the #1 cause of bad decisions.

Seeing Things Clearly From All Angles

ITCB's 360° x 360° evaluation process gives you insight about what is truly happening, and that perspective empowers you to make more accurate decisions based on a wider field of vision.

Our unique 360° x 360° mixed-methods approach combines qualitative and quantitative data to reveal a full and true picture. This analysis takes *people* into account, not just numbers. Organizations are comprised of people with emotions, and this deeply impacts profitability. Even more in today's world, attracting, retaining, and motivating your workforce is a massive key to success.



External
360° View



Internal
360° View

Organizations are inundated by data. Corporate leaders wade through piles of graphs and charts every year but the picture is disjointed and incomplete. ITCB's evaluation process acquires the data, interprets it with our easy-to-understand data visualization techniques and delivers the real power: the WHY.



Five-Star Evaluation

Helping Leaders
Move To The Next Level

Did You Know...

There are 5 critical areas that every leader must be proficient at in order to navigate their company to higher levels of success.

Everyone tends to be more naturally gifted in certain areas. Some are highly personable and some are great at managing people and projects, but almost no leader is gifted in all 5 areas.

This imbalance usually leads to unequal focus, time and attention across these areas. Right or wrong, leaders tend to copy their past managers.

Don't Hold Yourself Back

The level that you can successfully move up and guide your organization – average, successful, or world class – will be determined by your strengths and weaknesses in each of these 5 “LAMPS” areas.

There are many programs that claim to know what personality makes the “perfect manager,” but the truth is that we have seen five-star managers of all personality types.

Most leaders that I work with are overachievers, but the truth is that ***the world-changing high achievers have the clearest picture of who they really are.***



LEADERSHIP

The Office &
Position



ASSERTIVENESS

Making Things
Happen



MANAGEMENT

Supervising
Others



PERFORMANCE

Administration of
Duties



SOFT SKILLS

Workplace
Relationships

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FIVE STAR LEADER Evaluation



ITCB will provide a quantitative and qualitative analysis of your CEO/President, Executive Team, Future CEO, or other significant Manager.

You will receive a horizontal and vertical alignment analysis of the leader, individual area assessments, and recommendations for leveling up in one or more areas of weakness.

Kevin was always responsive to questions and suggestions, and was a pleasure to work with. I would recommend ITCB for organizations seeking a high-quality and objective assessment of their leader.

*Matt Freeman
WICHE Chair, 2022-23*