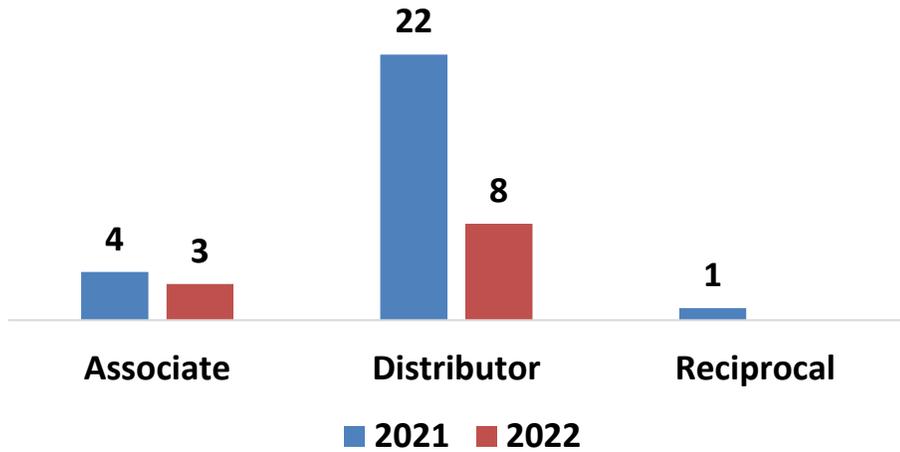


**2022
Leadership
Development
Program
Survey Feedback**

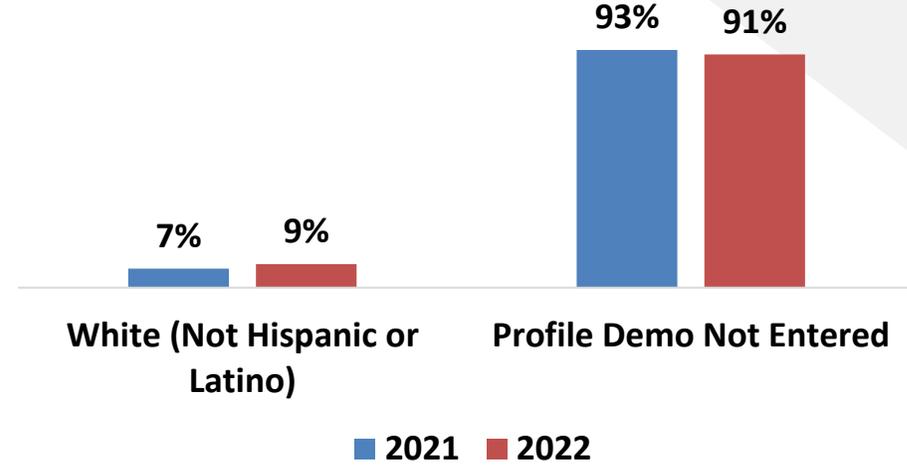


2021 & 2022 Class Demographics

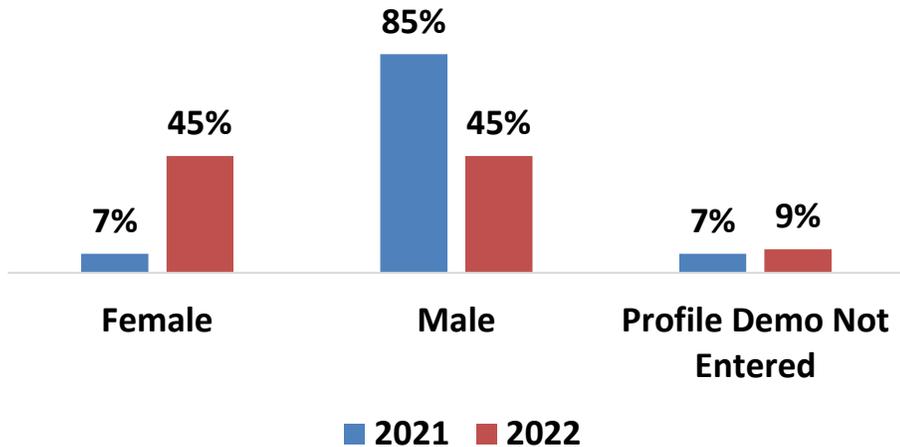
Member Type



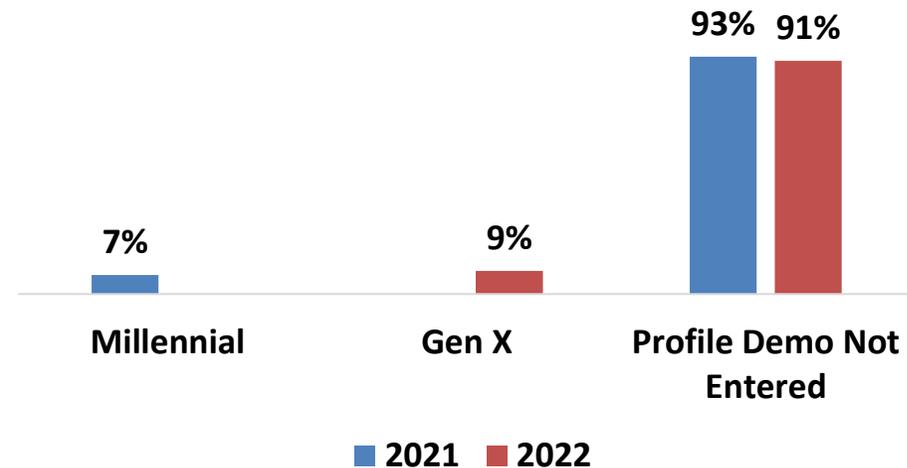
Ethnicity



Gender



Generation



Response Rate Details

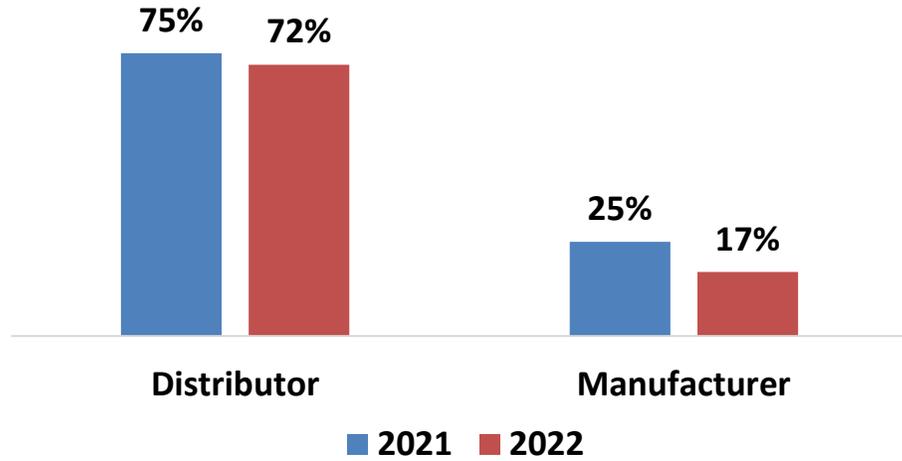
- Sent to 11 graduates of the program (Graduation Date June 10th, 2022)
- 17 Questions
- 1st email sent Mon. June 13th – 3 responses; 27% response rate
- Reminder 1st email sent Fri. June 17th – 1 response; 9% response rate
- Reminder 2nd email sent Wed. June 22nd – 4 responses; 36% response rate
- Closed on Fri. June 24th – 8 total responses; 73% total response rate



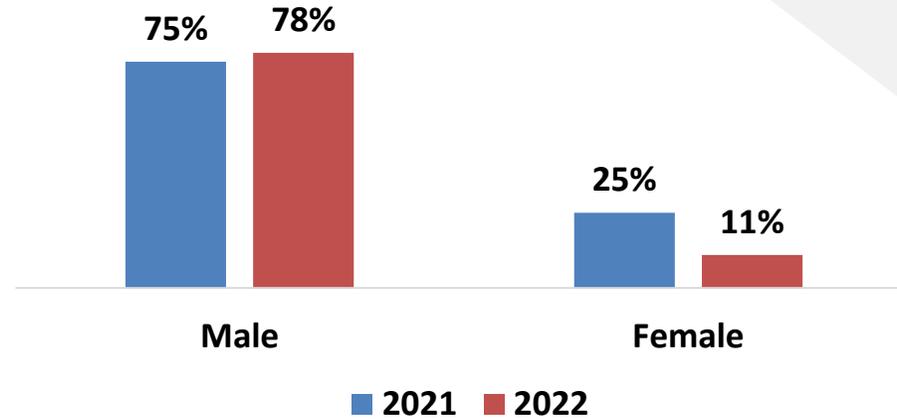
*Emails sent directly to graduates from Kitty
Dale Carnegie also sent a survey – generated 5 responses
Notes on Dale Carnegie survey on following pages for comparison to our survey*

Survey Respondent Trends

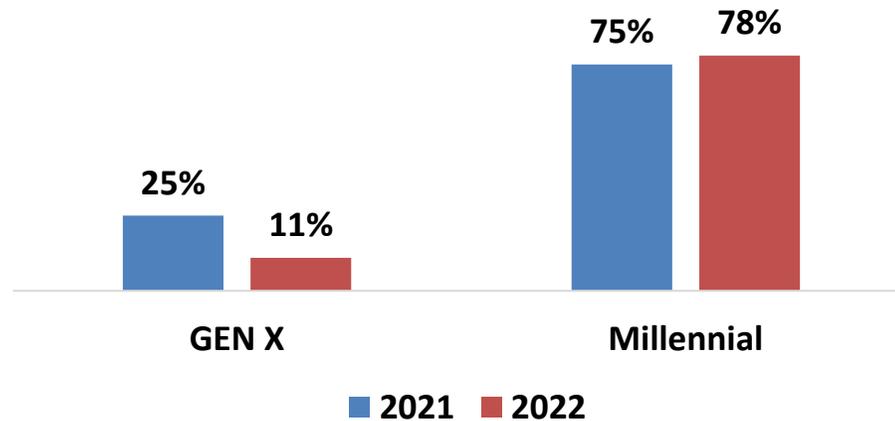
Member Type



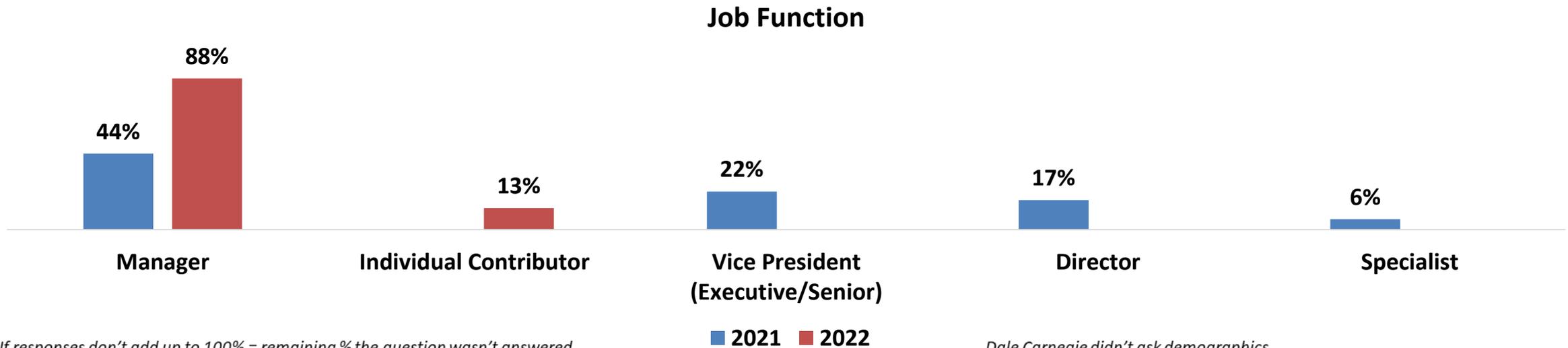
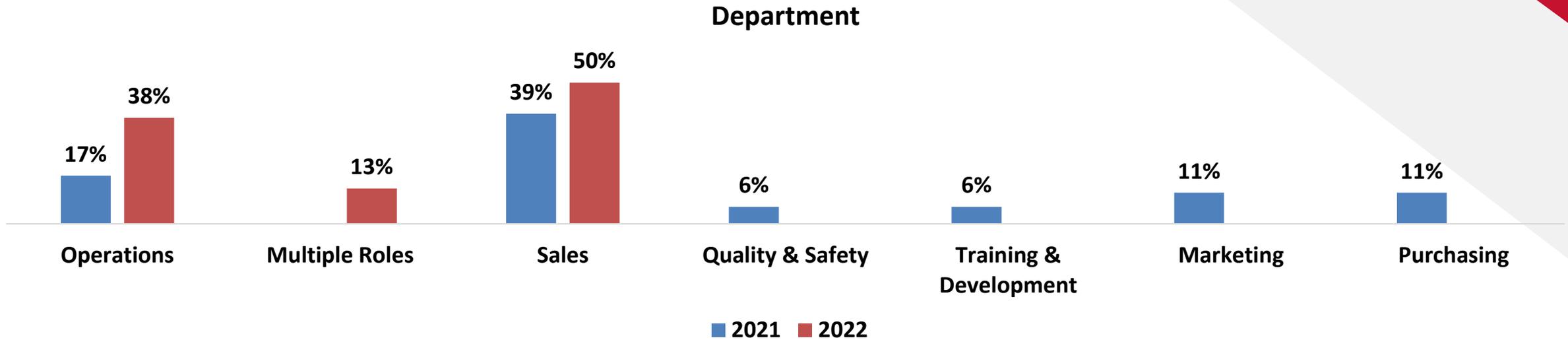
Gender



Generation



Survey Respondent Trends *(cont. from prior slide)*

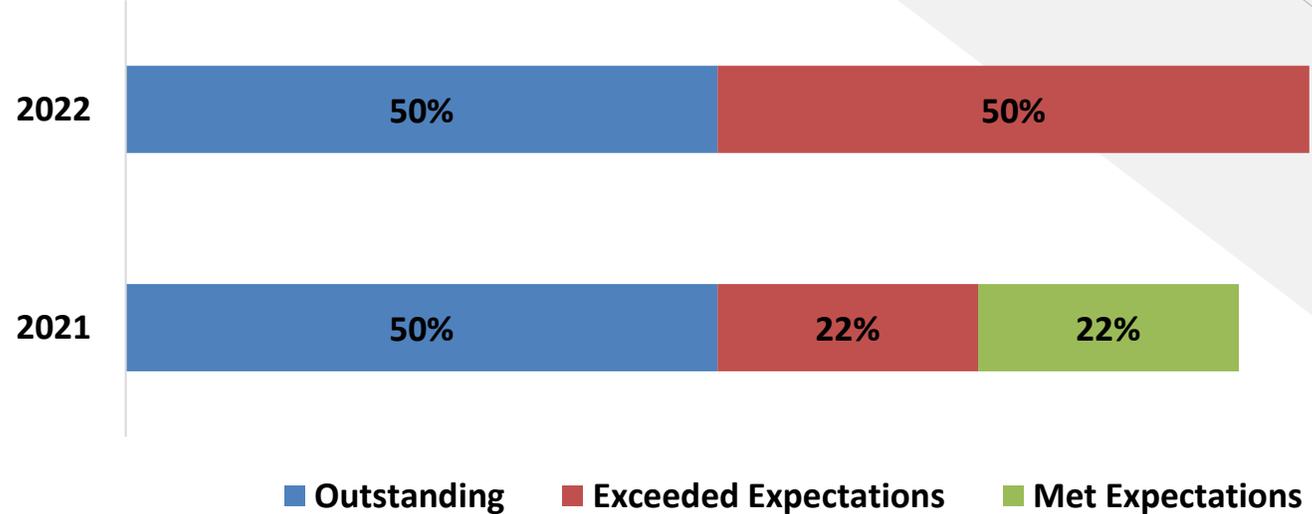


If responses don't add up to 100% = remaining % the question wasn't answered

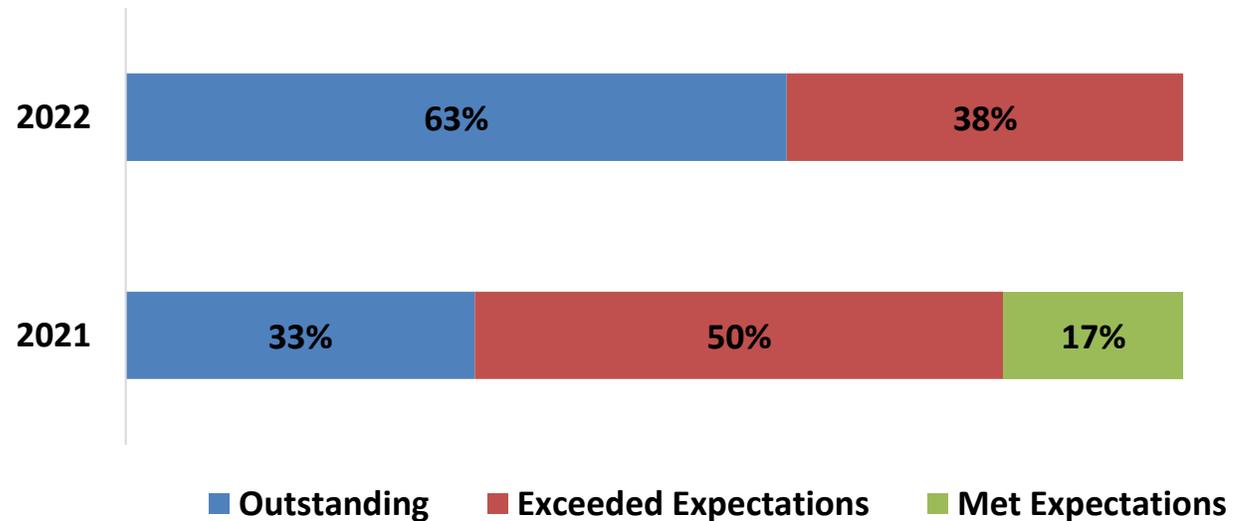
Dale Carnegie didn't ask demographics

Expectation Questions

How would you rate the value of the program materials, assessments, case studies, and participant manual?



How would you rate the Leadership Development Program's in-person and virtual sessions?



If responses don't add up to 100% = remaining % the question wasn't answered

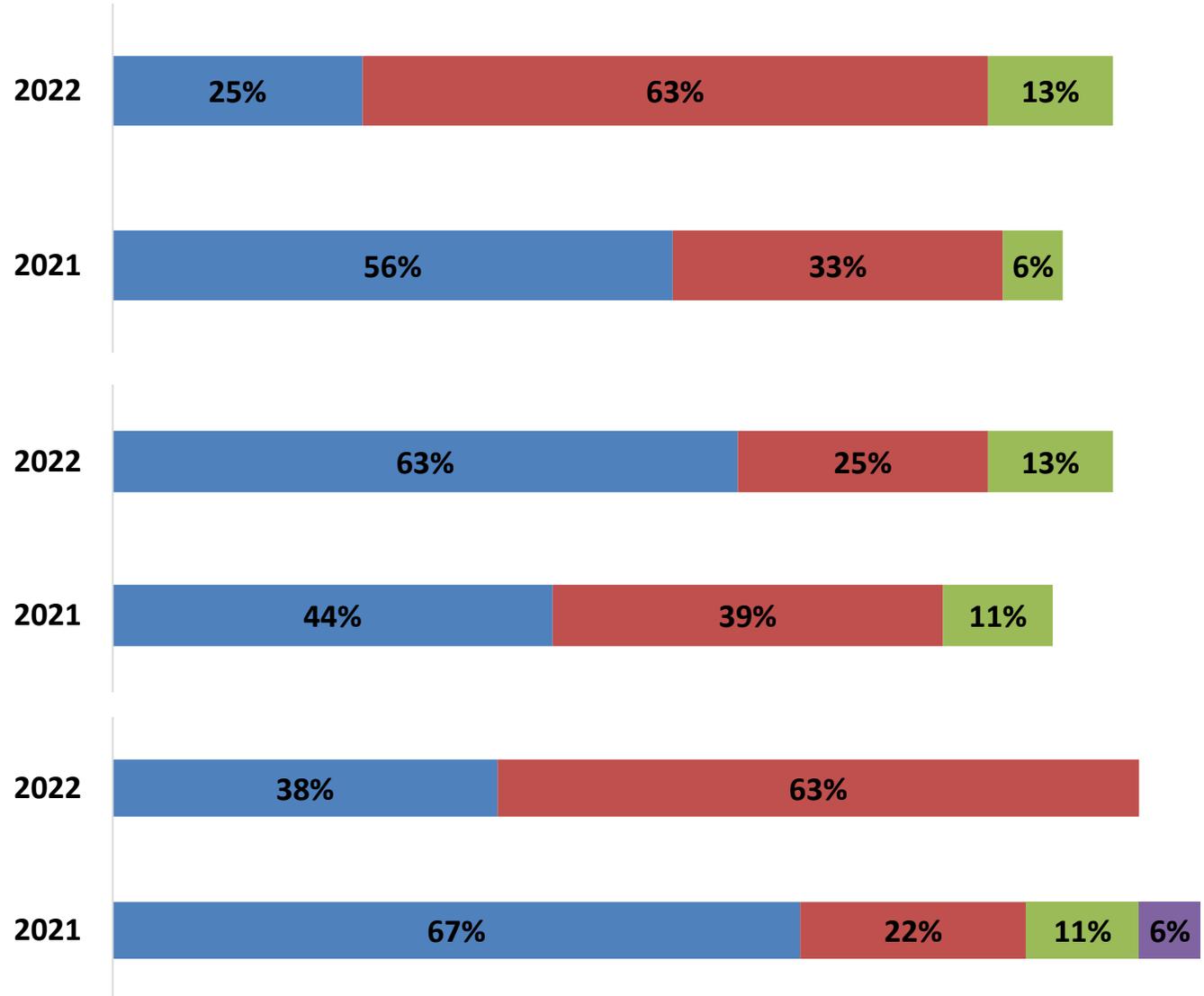
Dale Carnegie questions didn't get this specific, but did ask to rate overall experience - all 5 rankings which is good

Agree or Disagree Questions

As a result of NAED's Leadership Development Program, I have been able to positively impact the employees and departments/projects for which I am responsible.

My organization has seen benefits from my participation in NAED's Leadership Development Program.

I received valuable coaching that helped me to achieve my learning goals in the program.



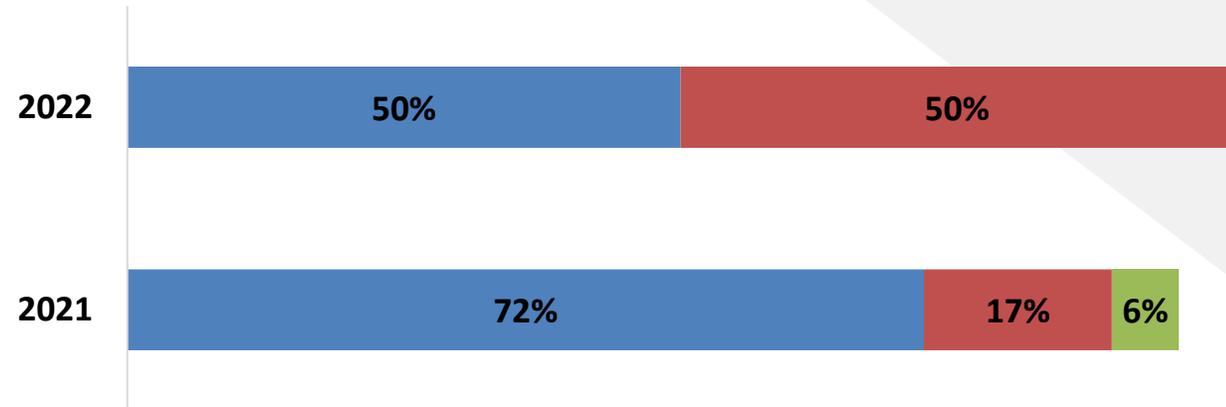
■ Strongly Agree ■ Agree ■ Too Soon to Tell ■ Neither Agree nor Disagree

If responses don't add up to 100% = remaining % the question wasn't answered

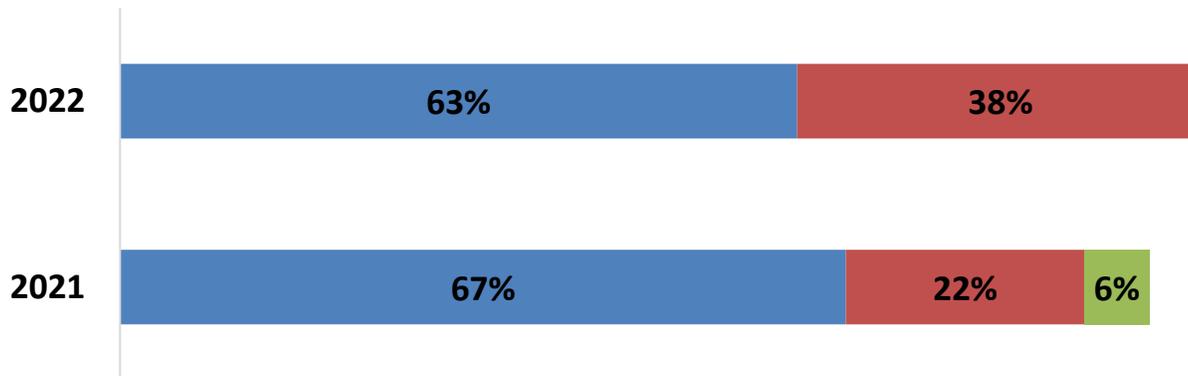
Continued on Next Page

Agree or Disagree Questions

I have been able to effectively use the skills and concepts I learned in NAED's Leadership Development Program in my job.



I learned new skills and concepts in NAED's Leadership Development Program.



■ Strongly Agree ■ Agree ■ Too Soon to Tell ■ Neither Agree nor Disagree

If responses don't add up to 100% = remaining % the question wasn't answered

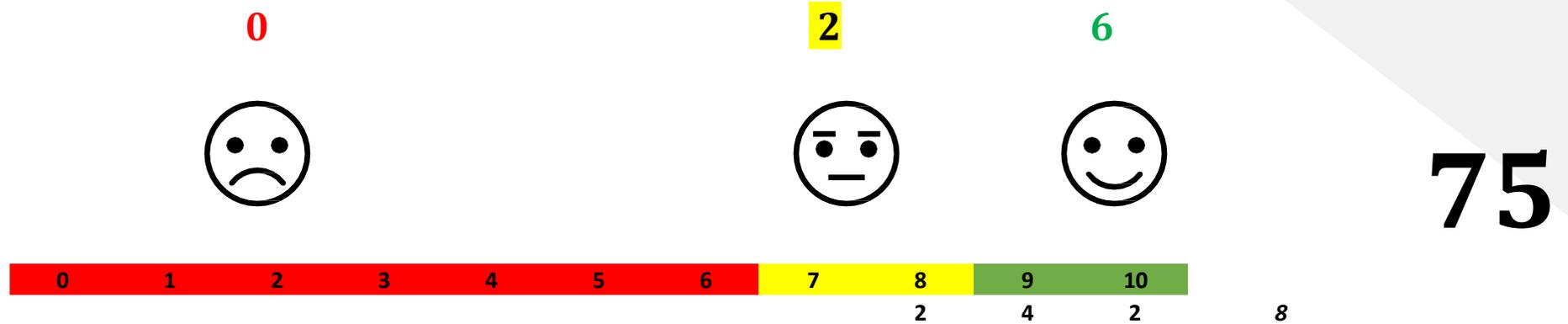
Dale Carnegie asked:

- How well did this program help you deal with the challenges of Leadership?
 - 4 rankings of 5 (which is the highest – good) and 1 ranking of 4
- How likely will your Capstone Project positively impact the bottom line at your company?
 - 3 rankings of 5 (which is the highest – good) and 2 rankings of 4



Net Promoter Score

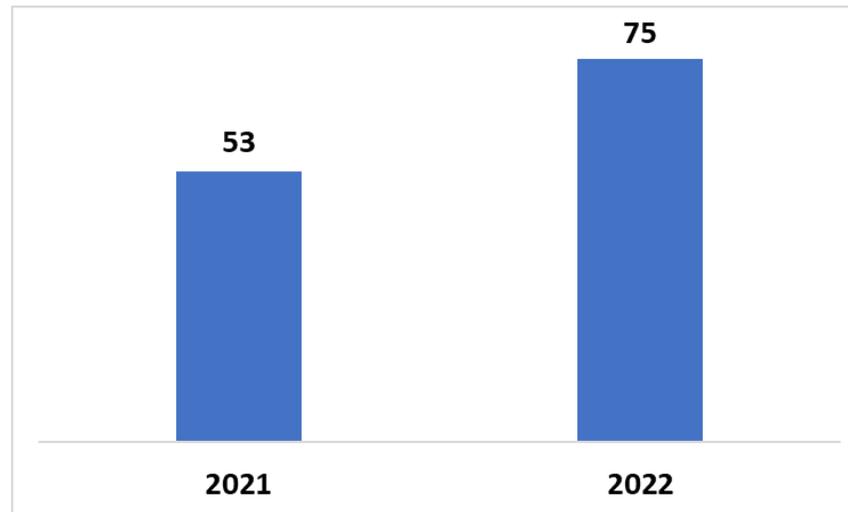
How likely are you to recommend NAED's Leadership Development Program to a colleague?



75

NPS =

- Add number of responses for each category and divide by total number of responses.
- % of total promoters (9 - 10 in the green) - % of total detractors (0 - 6 in the red).
- Passives (7 - 8 in the yellow) are omitted)



- Dale Carnegie asked a similar question 4 rankings of 5 were given and 1 ranking of 4 was given - thus similar results to our question here



Additional Feedback

PASSIVE (NPS Rating 7 and 8)

- The biggest thing I have learned is to slow down and listen. So, on that note yes, I have learned a lot from NAED



Additional Feedback *(Cont. from prior slide)*

- PROMOTER (NPS Rating 9 and 10)

- I felt the in-person session provided the most out of the program. Moving from 2 to 4 in person sessions could provide a learning environment.
- I was pleasantly surprised with how well this program was structured. I was never bored with the material because of the activities that were always apart the lessons. I really enjoyed all of the interactions between my peers and instructors throughout every session of this program.
- In person events were best!
- This program makes you stop and listen. That was one of the many lessons I learned



Dale Carnegie Feedback

How would you describe the NAED Leadership Development Experience to others?

- *A program to give focus to your goals and mindset around leadership. You will learn by experience and remember through stories.*
- *Positive leadership booster with networking.*
- *Thought provoking and learning the differences between personalities and how to work with those personalities.*
- *The LDP is far more engaging than I anticipated. It forces you to embrace ambiguity and vulnerabilities. The instructors do an incredible job of bridging the gap between book material and real-life scenarios, which quickly accelerates your capabilities to lead a team. It also allows you to network with peers to share industry knowledge and career experiences.*
- *Eye opening. It just give you so many extra tools in your tool belt to help to manage people.*



Dale Carnegie Feedback

What is different about your leadership today compared to 12 months ago?

- *I have gained confidence in myself and learned to slow down.*
- *Need to be more strategic and take risks.*
- *I'm more open to collaboration.*
- *I've found that I'm more in-tune with my team on a personal level, which assists with making decisions in the workplace. As a new leader, I relied heavily on my instincts. I now find that I have a strategic approach to team-building, decision making and 'big picture' initiatives.*
- *The biggest difference with me is I have slowed down and I really try to listen to the employees.*



End

