

HR CHECKLIST

Elevating CEO Performance: Your Guide to Selecting the Right Evaluation Partner and Preparing for Success

Financial metrics tell only part of a CEO's leadership story. To truly empower CEOs and drive success, we need a more comprehensive evaluation approach.

Imagine giving your CEO a mirror that reflects their full leadership impact across the organization. This holistic view considers proven CEO competencies, offering insights into how their style shapes culture and performance.

This complete evaluation process provides a richer understanding of leadership effectiveness, recognizing impact beyond financials. Our comprehensive checklist, divided into two sections, will guide you through this robust evaluation process.



What's so valuable about this process is that it measures the CEO through other levers beside the financial metrics. It force-fits the What and the How in relation to the question of 'CEO performance'

Chief People Officer at a leading national retail brand

SECTION 1

Cultivating Excellence—Finding Your Ideal CEO Evaluation Partner

The first section guides you in selecting a trusted evaluation partner with the necessary discretion, independence, and expertise. It emphasizes finding a firm that aligns with your organization's values and context.

- Reach out to professional HR networks for recommendations on reputable CEO evaluation firms
- Consult with board members for their experiences or connections with evaluation partners
- Attend industry conferences or webinars to meet potential evaluation firms
- Schedule informal "coffee chats" with recommended firms to assess cultural fit
- Ask about the firms' approach and philosophy to engaging with the CEO to create alignment and buy-in
- Review testimonials from firms' previous clients
- Check references by speaking with other companies who've used the firms' services

SECTION 2

Laying the Groundwork—Essential Preparations for a Comprehensive CEO Evaluation

The second section outlines key information to gather for the evaluation firm and board committee. This ensures a comprehensive and insightful assessment of CEO performance.

- Coordinate with the third-party firm to understand their specific data requirements and evaluation process
- Compile company performance data, ensuring alignment with internal review metrics
- Gather CEO's self-assessment and progress report on previous year's goals
- Prepare a list of key stakeholders for the online survey, including board members, direct reports, and other relevant parties
- Collect and summarize company's performance review framework and how it cascades from CEO to other levels
- Assemble industry benchmarks for CEO performance and compensation
- Prepare summary of major company events, challenges, and achievements
- Review and summarize CEO's current contract and compensation package
- Compile relevant external factors affecting company performance (market conditions, regulatory changes)
- Ensure all company-specific context and strategic objectives are clearly communicated to the third-party firm

Interested in learning more?

Discover how **SparkEffect's CEO Evaluation services** can transform your approach to leadership assessment. Contact us today at **(877) 755-5504** to learn more and take the next step towards elevating your organization's performance.

THE SPARKEFFECT ADVANTAGE

At SparkEffect, we offer an unbiased, objective approach to CEO evaluations. Our third-party perspective identifies improvement areas often overlooked internally. With over 40 years of experience, we provide strategic leadership insights by incorporating diverse stakeholder perspectives and industry benchmarks.

Our tailored, rigorous process delivers valuable insights gained from extensive work across industries. This broader view helps identify best practices and encourages innovative leadership approaches, ensuring CEOs can unlock their full potential and drive organizational success.

Expertise includes:

- Organizational transformation & development
- CEO & board advisory services
- Leadership development
- Career development
- Executive Coaching
- Career transition & outplacement

Often, boards benefit greatly by bringing in a credible, independent outside party to manage an inclusive, transparent and highly-developed process to navigate significant organizational dynamics.

Board Director at national financial institution

