



Perth Leadership Institute White Paper on New Approaches to Hiring Private Equity CEOs

Behavioral Proforma™ New Way to Predict CEO's Impact on Profitability and Valuation

(Gainesville, FL, November 5, 2014) The Perth Leadership Institute has announced a radical and innovative new approach to hiring the right CEOs for private equity companies in its new White Paper on measuring the profitability impact of CEO behaviors.

The White Paper reveals how to use new and unique psychometric methods to predict the CEO's impact on profitability and valuation of private equity portfolio companies. These are based on proprietary approaches derived from behavioral economics and behavioral finance, which are utilized to produce its new and innovative Behavioral Proforma™. This predicts the future income statement of a company based on behavioral data from the CEO and management team.

Perth Leadership Institute has been recognized as one of the world's leading companies in this new area of behavioral finance and leadership. HR.com/Leadership Excellence magazine has rated Perth Leadership Institute in the top 15 Small-to-Midsize Leadership Partners and Providers ranked as part of its annual Leadership 500 list.

According to Dr. E. Ted Prince, Founder and CEO of the Institute, "This White Paper is another great example of our thought leadership in this area. We are still busy pushing the frontiers of the new disciplines of behavioral economics and finance to provide practical results with real-world application especially for private equity. The results can also be seen in our most recent Behavioral Proforma™ programs for predicting the impact on income statements of CEOs and management teams."

The Perth Leadership Institute has developed innovative approaches to leadership styles and financial impacts based on its research into business acumen and behavioral finance. These form part of its business acumen assessment and development programs for managers and executives. It has developed business acumen assessment instruments, such as the Financial Outcome Assessment® used by executives and managers to increase their financial and valuation impact.

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 portfolio managers and are used to predict and improve financial performance of organizations.



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