

FOR CEOs, BUSINESS OWNERS AND HEADS OF NON-PROFITS



Your greatest leadership advantage was *pre-wired at birth.*

Beneath every title you have held is an inborn design that shapes how you lead — where you win, where you stall, and why. It has been quietly at work since the day you were born.

We call it your **Leadership Code.**

It is time you decoded it.

Brilliant leaders rarely fail for lack of talent. *They fail for lack of fit.*

Tim* was a celebrated visionary — a speaker who carried new ideas with evangelistic fervour. He was also the CEO. But he had little energy for daily operations, and dealt with them only when forced to. His staff were frustrated. The business began to suffer.

The turnaround did not come from working harder. It came when his role was redesigned around his code. Tim became non-executive Chairman, and a CEO built for operations took over the daily running of the company.

Tim's problem was never ability or effort.

It was how he was innately designed to lead a team.

You know your strategy.

You know your numbers.

You know your organisation.

But have you decoded the leader at the centre of it all?

“Leadership is not defined by title, but by function. *Every Zone is innately wired to lead* — with its own distinctive strengths, instincts, and limitations.”

Your Leadership Code has three parts

1

SF-GENE A

Your Zone

The arena you naturally gravitate to — where you are most useful, most productive, and make the greatest difference.

2

SF-GENE B

Your Key Aptitude

Your single most potent ability — the sharpest knife in your toolbox.

3

HOW YOU OPERATE

Your Aptitude Orientation Sequence

The order in which Action, Abstraction and Emotion aptitudes engage — revealing how you function at your best.

“Helping each person define their sweet spot is central to both role determination and leadership development.”

GENERAL LYNDON BUCKINGHAM • GENERAL OF THE SALVATION ARMY • LONDON, UK

Every strength casts *a shadow*.

Each Zone leads in its own way — and each carries predictable blind spots. The leaders who go furthest know both.

1 Mission & insight

Leads by mission, pioneering new terrain, research and innovation.

Blind spot drained by daily operations; can seem dogmatic.

2 Performance & execution

Leads by hands-on execution of clear goals and role-modelling.

Blind spot resists the unfamiliar; avoids conflict.

3 Expertise & clarity

Leads by educating the team, subject expertise and lucid logic.

Blind spot can come across as pedantic; needs structure.

4 Empowerment & consensus

Leads by encouraging, coaching and catalysing change.

Blind spot avoids confrontation; energy fades before closure.

5 Stewardship & systems

Leads by stewarding resources and streamlining operations.

Blind spot micro-manages from the hub; transactional ties.

6 Building & expansion

Leads by building organisations, casting vision, daring decisions.

Blind spot can steamroll others; misjudges their risk appetite.

7 Crisis & problem-solving

Leads by troubleshooting, driving standards and delivering projects.

Blind spot blunt, directive style; a bias to quick fixes.

Which one are you —
really?

You may recognise yourself here.
But recognition is not diagnosis.

“The Zone process enables leaders to distinguish between what they're capable of and what they're *uniquely designed to do*.
That shift is powerful.”

CHAIM MALESPIN · EXECUTIVE DIRECTOR & CHAIRMAN, ALIYAH RETURN CENTRE · ISRAEL

Evidence, *not opinion.*

Psychometric tools ask you to describe yourself. We analyse the evidence of your life — and triangulate it with fifteen or more independent sources. Our findings are definitive, demonstrable and defensible.

STEP 1 • PREPARATION

Soul Journal & Validation

You record 12+ moments you made a meaningful difference. Five family, five friends and five colleagues complete the Zone Validation Questionnaire — recording factual, observable evidence of what you have actually done, not ratings or impressions.

Lead from your grain

Lead from your design, not against it, with the energy that comes from full alignment.

Build the team you need

Know exactly where to delegate, and who to place around you.

STEP 2 • DIAGNOSIS

Diagnostic Research

A structured interview of 2+ hours, in person or on Zoom, decodes your SF-Gene A and SF-Gene B against all 15 or more independent responses.

Name your blind spots

Stop paying the price of not knowing your inborn limitations.

A compass for every decision

Meet every crossroads with clarity, certitude and peace.

STEP 3 • STRATEGY

Unpacking & Coaching

Your Certified Leadership Sweet Spot Statement, a Dossier highlighting your Zone leadership insights and blind spots, and your AI-powered Zone Intelligence Companion (ZIC).

22+

years of Zone research

10,000+

individuals researched

31

countries served

7

Natural Zones

“When the leader gets better, everyone gets better. For CEOs and senior leaders, ongoing growth in self-awareness isn't optional — it's essential.”

MICHAEL MISTRETTA • CHIEF EXECUTIVE OFFICER • JERUSALEM, ISRAEL

One Diagnostic. One discovery. *A lifetime of leadership clarity.*

Begin with a confidential Leadership Code Diagnostic — and discover the leadership advantage you were born with, the limitations you may not see, and the team you need around you.

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Our passion is to help you discover yours.

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