



High Performance Is Not High Potential.

Make promotion decisions based on evidence, not assumptions.
STAR + EQM solve the promotion paradox with combined talent and behavior data.

THE PROBLEM

You promote the person with the best numbers. That is often the wrong choice.

Performance reviews reward results. They ignore leadership quality entirely.
The strongest advocate in talent reviews gets promoted, not the best leader.
Without behavioral data, high performers with poor leadership quality advance.

MODULE 01 | EVOLUTION TIER

STAR

Talent Advancement Radar

4 Dimensional Holistic Score

Results, behavior, succession readiness and execution weighted into one number.

Promotion Readiness Analysis

Current competencies vs Director role: 78% ready. Gap areas clearly identified.

Succession Pipeline Clarity

Every leader categorized: top tier, core, or development focus. Pipeline visible.

MODULE 02 | EVOLUTION TIER

EQM

Leadership Behavior Analysis

Behavioral Promotion Gate

Performance alone does not qualify. Behavior score gates the promotion path.

360 Degree Leadership Assessment

Teams evaluate leaders on calibrated behavioral indicators. Anonymous, structured.

Leadership Quality Trending

Quarterly behavior score evolution. Sustained growth vs temporary spikes.

4D Score

Holistic talent algorithm

360°

Behavioral promotion gate

Quarterly

Leadership trend data

Immutable

Full audit trail

"Your next VP candidate has the best revenue numbers in the company. But their leadership behavior score is in the bottom 20%. Would you still promote?"

STAR reveals the full picture. EQM prevents the wrong decision.

See it live. Request a 15 minute talent intelligence demo.

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