



**FOR IMMEDIATE RELEASE**

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**Who Would Make a More Effective Leader: Obama or McCain?**  
*NextNationalCEO.com Reveals Differing Opinions Between Generations*

**MINNEAPOLIS (June 17, 2008)** – Personnel Decisions International (PDI), a global leadership consulting firm specializing in CEO succession and development, today announced the latest results from its NextNationalCEO.com presidential candidate leadership assessment tool. NextNationalCEO.com is a non-partisan website that lets users rate the presidential candidates using the same ten leadership traits PDI uses to evaluate CEO candidates for corporate America.

Obama is currently ranked higher than McCain on every leadership trait. When looking at individual results on McCain, Baby Boomer visitors have ranked McCain higher on “confident,” “courageous,” “energetic” and “trustworthy” than Generation X and Y visitors. On the other hand, when looking at individual results on Obama, Generation X and Y visitors have ranked Obama higher on these traits than Baby Boomers. This age group difference may be important on election day. About 65 to 70 percent of Baby Boomers vote in presidential elections, compared to about 50 percent of Generation X and Y.

“Understandably, much of the discussion around McCain and Obama has focused on their respective politics,” said Stu Crandell, vice president of leadership assessment services at PDI. “We created NextNationalCEO.com to set aside politics, and explore the candidates’ leadership abilities. While what a leader stands for is tremendously important, how one leads often determines the success they will have as a leader.”

Visitors to NextNationalCEO.com are asked to rank ten leadership traits in order of importance, and are then asked to rank how well each candidate does with regard to these traits. Up until now, participants could weigh-in on Hillary Clinton, Ron Paul, John McCain and Barack Obama. Now that Obama and McCain have secured enough electoral votes to claim their respective party nominations, NextNationalCEO.com has been adjusted to look only at these two candidates. PDI does not favor or endorse any candidate over the other.

The current public ranking of the ten leadership traits on NextNationalCEO.com is as follows:

- #1: Visionary
- #2: Insightful Judgment
- #3: Trustworthy
- #4: Gets Things Done
- #5: Inspires Others
- #6: Good Judge of People
- #7: Influences Others
- #8: Courageous
- #9: Confident

- #10: Energetic

#### **MEDIA NOTE**

Visit [NextNationalCEO.com](http://NextNationalCEO.com) for real-time results.

#### **ABOUT PERSONNEL DECISIONS INTERNATIONAL**

Personnel Decisions International (PDI) is a global leadership consulting firm with distinctive expertise in building leadership talent that provides real competitive advantage. With more than 700 team members in 30 offices around the globe, PDI partners with the world's leading organizations, enabling them to make consistently effective talent decisions about leaders.

Using field-tested strategies and tools that are unique in the industry - we help clients identify, develop, and deploy superior leaders. Our aim is simple - the well-placed confidence that clients' current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance. For more information, contact PDI client relations at 920.997.6995 (in the U.S. 800.633.4410) or visit PDI's Web site at [www.personneldecisions.com](http://www.personneldecisions.com).

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