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## **Survey Results Split on Which U.S. Presidential Ticket Ranks Higher on Leadership Characteristics**

### ***Respondents to NextNationalCEO.com Rank Obama and Palin Above Their Competitors***

**MINNEAPOLIS (Oct 23, 2008)** – Visitors to NextNationalCEO.com, a site that allows the public to rank key leadership characteristics of the presidential candidates and their running mates, are split on which presidential ticket has the strongest leadership traits. Respondents are rating U.S. presidential candidate Senator Barack Obama higher than Senator John McCain on all ten leadership characteristics such as insightful judgment and vision. They are also rating Alaska Governor Sarah Palin higher than Senator Joe Biden on all ten leadership characteristics.

NextNationalCEO.com was developed by Personnel Decisions International (PDI), a global leadership consulting firm with decades of experience working with CEOs. It allows visitors to rank the presidential candidates and their running mates on ten of the same leadership traits that PDI consultants use to rate CEO candidates at today's top companies.

Visitors can rate the presidential candidates and their running mates now at [www.NextNationalCEO.com](http://www.NextNationalCEO.com) and should come back to the site often to see updated real-time results.

Currently, in order of importance, the ten leadership traits are;

- insightful judgment,
- vision,
- trustworthiness,
- gets things done,
- inspires others,
- good judge of people,
- influences others,
- courage,
- confidence,
- and energy.

The website allows visitors to view results by gender, global location, generation and title. When broken down by gender, men rate Palin higher than women and women rate Biden higher than men on all traits.

PDI has been working with top executives and CEOs at major companies for over 40 years. PDI serves 80 percent of *Fortune* 100 firms and uses in-depth data and research to determine which characteristics are critical for success in the top spots.

**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 30 offices around the globe, PDI enables the world's leading organizations to make consistently effective talent decisions about leaders.

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