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**Contact: Jen Jorgensen**  
**404/266-7538**  
**jjorgensen@webershandwick.com**

**Which Leadership Traits Are Most Important to Public in Presidential Candidates?**  
*NextNationalCEO.com Shows Insightful Judgment, Vision Tops; Energy, Confidence Less Crucial*

**MINNEAPOLIS (April 9, 2008)** – Insightful judgment, vision and trustworthiness top the list of important leadership characteristics for the U.S. presidential candidates, according to voters on NextNationalCEO.com. Personnel Decisions International (PDI), a global leadership consulting firm that helps boards of directors assess and choose their next CEO, developed the non-partisan website to let users think about leadership and rate the presidential candidates using some of the same traits PDI uses to rate executive candidates.

Visitors to NextNationalCEO.com are asked to rank the leadership traits in order of importance, and then are asked how well each candidate does with regard to each trait. While PDI does not endorse any candidate, visitors to the site have thus far placed Obama ahead of the other candidates on every trait except “Gets Things Done,” where Clinton ranks higher.

The current leadership trait rankings are as follows:

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

NextNationalCEO.com, designed for visitors from around the globe, allows users to compare their answers to those of their peers by gender, age group, geographic location and title.

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 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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