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Which U.S. Presidential Candidate is the Strongest Leader?

Top Leadership Development Firm Asks Public for Their Input on NextNationalCEO.com

MINNEAPOLIS (March 19, 2008) – As voters evaluate the presidential candidates, Personnel Decisions International (PDI), a global leadership consulting firm with decades of experience working with CEOs, today has launched NextNationalCEO.com. The site lets users rate each presidential candidate on characteristics that PDI consultants use to assess CEOs at today’s top companies, such as trustworthiness, vision, and energy.

“Much of the discussion around the candidates focuses on the issues and what they stand for,” said Bob Muschewske, senior vice president and executive consultant at PDI. “This is much more about *who they are*, the core capabilities that PDI research finds are critical in a CEO. Arguably, the next U.S. president will be one of the most powerful ‘CEOs’ in the world.”

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.

Using this information, PDI has created the NextNationalCEO.com website, which allows users to rate each candidate on 10 characteristics that PDI identifies as important for CEO roles:

- Visionary
- Insightful judgment
- Inspires others
- Good judge of people
- Influences others
- Gets things done
- Courageous
- Energetic
- Confident
- Trustworthy

Users rate each candidate on this list of characteristics, then rate the importance of each characteristic. Visitors to the website can instantly view real-time results to compare candidates. The site will also allow users to compare the way they ranked the candidates and characteristics with those in similar demographic groups.

"At PDI, we help boards of directors assess candidates for the CEO position to assist them in making the best selection decision. We also work with candidates to create development plans that will allow them to reach their full leadership potential." said Muschewske.

MEDIA NOTE

Please visit NextNationalCEO.com often 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.

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