



Judy Suiter,  
President

# COMPETITIVE EDGE, INC.

P. O. Box 2418  
Peachtree City, GA 30269-0418

## **Description of Women's Research Project for 2007**

The purpose of this research project is to study the behaviors and values of women in executive leadership positions across a spectrum of industries and business sectors. The data will be evaluated by age groups, educational levels, ethnicity, geographical locations and marital status to determine if there are any statistically significant similarities and/or differences which have impacted the successful career achievements of the participants.

## **Methodology**

This study will use the Success Insights Management-Staff Behavioral Assessment Report to determine both the natural and adapted style of the participants. The personal Interests, Attitudes and Values Assessment Report will be used to determine the top two driving values/passions of the study participants. The above mentioned assessments will be provided at no cost to the participating strategic partners or participants in the study. In addition, a written questionnaire will be sent to all study participants for completion in order to gather pertinent background information and demographics. Each person who completes the written questionnaire will be sent a Behavioral and Values Form to complete. Once completed, a follow-up telephone interview will be conducted to clarify any questions the researchers may have as well as to answer any questions from the participants.

## **Study Size**

In the US, we are planning to identify and gather data from 100 women in executive leadership positions.

In Luxembourg, we would anticipate at least 50 women for the study.

Competitive Edge, Inc. will accept responsibility for the written analysis of the data and results will be shared with our strategic partners.

## **Suggested Follow-Up**

In 2008, a follow-up study is planned to gather data on men in executive positions across the same spectrum of industries and demographics to determine if there are statistically significant similarities and/or differences between these two groups in executive leadership positions.

**ALL DATA GATHERED WILL BE HELD IN STRICTEST CONFIDENCE.**

OFFICE: 770-487-6460 • FAX: 770-487-2919 • TOLL FREE: 877-487-6460  
[www.competitiveedgeinc.com](http://www.competitiveedgeinc.com) • email: [judy@competitiveedgeinc.com](mailto:judy@competitiveedgeinc.com)

"BE DARING, BE FIRST, BE DIFFERENT."