For this assignment, examine the leadership effectiveness profile of the leader of an industry of your choice. Take the following steps to complete the assignment:

1. Select a target industry upon which to focus your examination. The target industry enterprise leader must be a public company (stock traded on a public capital market exchange) for which its financial and other key information is published.  It can be the same industry you considered in Assignment 2 or a different one, but it must meet the public status threshold.
2. Access the **LexisNexis** and the **Mergent Online** databases in the NCU Library to secure company profile and financial information. Select the leading company in the industry as determined by gross revenue. Then also select the next two leading competitors as measured by gross revenue.
3. Download and complete the **Leadership Effectiveness Profile** template located in the Books and Resources area of this week. The template/chart requires you to examine some key executive leadership factors and rate them. Then, it requires you to chart revenue, net profit, asset to liability ratios, and human capital ratios.
4. Complete the template/chart for the industry leader and the next two competitors. Expand template view to once open if needed.
5. Summarize your assessments in terms of three key questions:
	1. Which company do you think has the strongest leadership overall based on the profile information you have developed?
	2. Which company looks like it has utilized its financial and capital resources most effectively based on the indices charted?
	3. Which company appears to be utilizing its human capital most effectively based on the indices charted?
	(2-3 pages)

Include your completed charts in your submission. Support your paper with three (3) scholarly resources. In addition to these specified resources, other appropriate scholarly resources, including older articles, may be included.

Length: Leadership Effectiveness Charts and Leadership Effectiveness Summary (2-3 pages) not including title and reference pages, tables and charts.