



Model of Excellence

Company:	Product Name:
Leadership Directories Inc. New York, NY 10011 www.leadershipdirectories.com	Leadership Online

ICG Models:
Applications Models: Buy/Sell -- Opportunity Finder; Reference & Intelligence Business Model: Subscription Content Model: Community: Primary Research -- Manual Distribution Model: Direct Sales -- Captive

Overview

Leadership Directories has a long and respected history as a print directory publisher. It provides-quality contact information and biographical detail for the leaders of major United States government, business, professional, and nonprofit organizations, and likes to summarize its editorial scope as covering “the American aristocracy.” Leadership Directories provides an excellent example of a subscription print publisher that has moved smoothly and powerfully online.

The company publishes fourteen *Yellow Books*, each covering a specific type of company or organization, overall encompassing nearly 500,000 leaders at over 40,000 organizations. The company certainly merits a Model of Excellence award based on its rigorous editorial standards alone: with a 100% updating standard – every record must be re-verified *quarterly*, with incremental updates also being made to the database *daily*.

The online version of the full database is called Leadership Online, and represents an excellent example of how the power of the web can be harnessed to make data more powerful and useful. A well-designed and highly intuitive user interface permits users not only to quickly find specific information, but to look at individuals in context of the organizations to which they belong. Even more impressively, Leadership Online now boasts a visualization tool called Leadership Networks that allows users to visually explore connections between individuals in different organizations and how they relate to each other based on schools attended, former employers, etc. It’s also easy to see how any two people in the database connect based on “degrees of separation” – who they might know in common. Since the database is used not only to research connections, but to make them, users are permitted – indeed encouraged – to upload their own contacts, which the Leadership Directories editorial staff then vets and adds to the database, allowing users to see how they and their friends, clients and prospects connect to others in the database. It’s a nice application of both social networking and user-generated content.

Put it all together, and Leadership Directories provides a powerful packages of high-value, extremely high accuracy data, along with tools that permit deep research and high-level sales prospecting, all presented with an elegant intuitive interface and state-of-the-art data visualization techniques.

