

KORTAS COACHING & CONSULTING

Why I use Hogan

The assessment I rely on most in my coaching engagements and leadership development programs — and the impact it has for my clients.



Swipe →



● WHY I TRUST IT

It measures your reputation, not your self-image

Most assessments ask how you see yourself. I use Hogan because it measures the impression you actually make on the people around you — your reputation.

"She's helped identify blind spots and given me methods to address them."

— Executive coaching client

● THE THREE REPORTS

I get to see you from three angles

HPI **The bright side**

When you're at your best, what strengths are apparent to others?

HDS **The dark side**

The strengths that turn into risks under pressure.
What gets in your way?

MVPI **The inside**

The values that energize your performance.
What kind of culture are you creating?

The 'dark side' is what sets it apart

Hogan is exceptional at showing how you might overuse your strengths under stress — and the derailment risk of not being more intentional.

Confidence

tips into not listening

Diligence

tips into micromanaging

"Adrienne helped me recognize both the strengths and patterns that move me forward, as well as the limiting beliefs and behaviors that can hold me back."

— Executive coaching client

● THE EVIDENCE

Built on research, not vibes

50+ years

of validation research and hundreds of studies stand behind it. It predicts job performance across roles and industries — which is why I can bring it to a Fortune 500 exec and a startup founder alike.

"Adrienne's direct, evidence-based approach was exactly what I needed to make meaningful progress."

— **Executive coaching client**

● WHY IT'S USEFUL

Behavior, not a fixed type

This is why I love it. Hogan does not put you in a box and leave you there. It describes patterns in how you behave — and behavior is something we can actually work with and change.

"Coaching has been essential to identifying my behaviors that might be causing problems, the reason behind those behaviors, and helping me learn to reflect on them in challenging moments."

— **Executive coaching client**

LET'S CONNECT

Curious what your reputation says?

If you are curious what Hogan
would surface for you, let's talk.

Adrienne Kortas

Executive Coach
Kortas Coaching & Consulting
adrienne@kort.as

