

What is ReturnOnLeadership®

...And Why Does it Matter?

ReturnOnLeadership is an objective, ongoing measure of corporate leadership performance.

Leadership is not a transient theme; it is an enduring force that shapes how organizations respond to disruption, manage risk, and convert opportunity into results.

Leadership has endless definitions and historically, has been hard to quantify and measure. Yet, leaders make or break organizational success, and not having insight into this critical function of an organization leaves investors and other key stakeholders flying blind in this regard.

Companies with strong leadership tend to navigate uncertainty more effectively, allocate capital more efficiently, and execute more consistently through market cycles.

The topic of leadership has been written and spoken about in an endless multitude of ways over the ages in every culture, civilization, geography, community and organization. We have all learned about and experienced many different facets of this timeless and highly influential function, both good and bad.

The impacts of leadership vision, decisions and actions are broad and cause ripple effects that impact stakeholders and communities in every possible way. Yet, there has always been a gap between leadership theory and leadership action. Between vision and follow through.

ReturnOnLeadership® was forged through decades of working with thousands of leaders and managers across many industries. Our focus has always been on transforming the theory of leadership into concrete, objective, measures.

What emerged are four concrete pillars of collective leadership that lead to the best outcomes. These cornerstones for effective, collective action in organizations became the four fundamentals of ReturnOnLeadership® (ROL®): Connection to Purpose, Strategic Clarity, Leadership Alignment, and Focused Action.

An important distinction of ROL® is that we are not looking to identify and measure every possible aspect of collective leadership, but rather to focus on the most vital aspects that together create a holistic picture of leadership must haves to perform well as an organization.

The creation and validation of our framework led to a journey over the past years to define a set of metrics within the four fundamentals, and to capture and quantify the most influential signals. In this manner, we identify the best of the best public companies based on their ROL®.

Today, Indiggo provides investors with reliable corporate leadership rankings to bring the leadership lens into critical investment decisions. The ROL[®] framework has a proven track record demonstrating that companies with high ReturnOnLeadership[®] scores achieve superior results.

The ReturnOnLeadership[®] metrics are:

- Vital for leadership value creation
- Objective and comprehensive
- Widely applicable - Industry and size agnostic.

In order to generate ongoing rankings for any grouping of public companies, we leverage a proprietary methodology and AI-driven technology platform with humans in the loop.

The four fundamentals that make up ROL[®] each have a number of factors identified, measured and then weighted. This results in a composite score by fundamental and an overall ROL[®] score and for each company. All raw data is drawn from publicly available sources. ROL[®] rankings represent a distinct and independent measure of corporate leadership value creation.

Another important distinction of ROL[®] is that the methodology does not focus on, or even consider who the individual leaders are, but rather, focuses on the collective display of strong leadership.

Our proprietary AI leverages both structured and unstructured data and strategically focused large language models within our framework to provide an integrated assessment of corporate leadership performance.

ReturnOnLeadership[®] brings a new level of transparency and structure to the concept of leadership, transforming it into a measurable factor that can inform investment strategies. Investors finally have a way to invest in the eternal factor of leadership, which is more critical than ever in today's world.

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