

FREQUENTLY ASKED QUESTIONS ABOUT THE:

CDR Executive Development Retreat on July 7 -12, 2011

at

Zoëtry Paraiso de la Bonita, a Wellness & Spa Resort in Mexico

1. For whom is this CDR Executive Development Retreat designed?

It is designed for executives and senior leaders who are ready to rev up their personal energy, refocus, and renew their performance edge. More specifically, it is for those executives who want to seriously investigate their leadership character, drivers and motivators, and potential derailers -- and then, develop and implement an action plan to improve their leadership capabilities and performance.

2. Can more than one executive from my organization attend?

Yes, although space is limited due to the level of personal attention and coaching onsite.

3. Can we schedule a private executive team development retreat session for our leadership team with CDR?

Yes, we offer custom Executive Development Retreats (which includes Strategic Executive Team Analysis & Development) for intact senior leadership teams at our client's preferred location or we are glad to arrange a site that has amenities similar to Zoëtry.

4. Is this more for "couples only" or are singles welcomed?

Single executives are welcomed to attend. Some of our executive coaches are single as well and we anticipate that some of our participants will be traveling without a guest. Our curriculum focuses exclusively on each individual executive, the resort will pamper all that attend.

Please note that the single rate, which includes the "SPA EXPERIENCE" is \$2,100 rather than the \$1,360 for the double-occupancy rate. This is solely due to the resort pricing policy, not the Retreat organizers. Rooms are available with two beds if individuals would like to room together to get the double occupancy rate.

5. Are children welcomed?

For the purposes and design of this Retreat, no children please. The Retreat curriculum is designed around the executive's ability to focus, think and relax which can be difficult at a family oriented

resort. There are other resorts in the area which are more family friendly which can be ideal for extending your stay in the Riviera Maya area.

6. Does Zoëtry offer a dynamic night life environment?

No, there is no disco or similar dance hall at this resort. Because of the focus on Wellness & Spa amenities in a relaxing tropic environment, this resort is more low key with wonderful dining and time to relax, unwind and focus on your own learning goals. Again, there are other resorts in Puerto Morelos or in nearby Playa del Carmen that offer exciting nightlife options. In addition, taxi cabs are easily available and it is a short trip to some of the local dancing establishments.

7. What is the suggested dress?

This is a very relaxed, casual environment. Of course you will need beach wear, summer clothing, etc. The workshops and coaching sessions will be casual wear although we request that shirts, bathing suit cover ups be worn. While it is a casual atmosphere, guests may wish to dress up for dinner.

8. What to bring?

It is suggested that you bring insect repellent, lots of sunscreen, hats, sunglasses and any other personal care items you prefer use.

For the Retreat, we will provide all workshop materials including a copy of your assessment reports so you don't need to carry these with you.

9. You keep saying that there is limited space, so please register early. What do you mean by limited?

We have 20 rooms reserved at this price at this resort. While we can accommodate more executives and their respective coaches, the price will increase and we still want to have a small executive group to maximize the level of personal attention. The resort only has 90 rooms on the property.

10. Please provide information about the transfers to and from the Cancun International Airport.

Zoëtry provides private chauffeured airport transfers from the Cancun International Airport to the resort. This is why the Travel Agency, Penny Sheldon Travel, **must** have your specific flight numbers and arrival and departure times.

11. Beyond the SPA EXPERIENCE, what are the amenities included at Zoëtry?

At Zoëtry Paraiso de la Bonita, you automatically receive* an *Endless Privileges*® experience which give you limitless access to almost all of the pleasures this intimate jewel has to offer.

These include your in-suite accommodations and amenities such as twice daily refreshed mini-bar, day and evening meals at our [gourmet restaurants](#) — with additional snacks at your leisure available throughout the day — [unlimited premium brand beverages](#) and many other [activities](#) and services — all without having to think about charges or gratuities.

Your *Endless Privileges*® stay includes:

1. Private chauffeured airport transfers
2. Luxurious oceanfront suites with terraces providing direct access to the private beach
3. Bottle of champagne and fresh fruit basket daily
4. 1 hour Catamaran sunset sail (weather permitting)
5. Bvlgari® bath amenities, aromatherapy pillows and linen scents, Frette® linens and bathrobes, multi-functional rechargeable outlets, electronic security safe, welcome bottle of tequila, handmade beach bag and more
6. Daily breakfast, lunch and dinner gourmet dining options with an assortment of organic food and beverage selections
7. Unlimited cocktails and specialty beverages from a variety of domestic and international premium brands
8. 24-hour private, in-room dining
9. Daily shopping excursions by boat
10. Hydrothalasso pool and aqua gym
11. Exclusive Visia® complexion skin analysis
12. Relaxing 20 minute spa treatment per stay
13. Traditional Temazcal steam room ceremony every other day
14. Access to sauna, steam room, Jacuzzi and cold plunge pool
15. Daily afternoon tea time featuring live plant tea infusions
16. Maid service three times each day
17. Complimentary 24-hour laundry service
18. Complimentary unlimited worldwide calls
19. Complimentary 20 minute wellness consultation

***information excerpted from Zoëtry Paraiso de la Bonita's website at:**

<http://www.zoetryresorts.com/Paraiso/endless-privileges.html>

12. What attractions are nearby?

(PLEASE SEE ADDENDUM AT THE END OF THIS FAQ on pages 7 & 8)

More Important Information:

Please see the CDR Executive Development Retreat brochure and Registration Form for more details.

The deposit deadline is March 4, 2011 so be sure to respond promptly to secure your enrollment.

→ To learn more about registration, please contact: **Rebekah Garrett at 918-488-0722** or email: rgarrett@cdrassessmentgroup.com.

→ For resort information and travel questions, please contact **Penny Sheldon Travel at 888-336-8133** or email at: travelagent@cableone.net

FAQs about the Retreat Curriculum & CDR Assessment Group, Inc.

- 1) Can you provide me with more details about the CDR 3-D Suite of assessments used at the front end of the pre-work?

The CDR 3-Dimensional Assessment Suite®

We find—and the research strongly supports—that leaders tend to lack the clarity and personal objectivity needed to develop and perform most effectively. This means that leaders spend a lot of time trying to develop the wrong things or having difficulty honing in on what matters most.

Our revolutionary tool, the **CDR 3-Dimensional Assessment Suite®**, enables executives and leaders to dig deeper “beneath the surface” than traditional instruments and observations, beginning with an inside-out focus on: character, risk factors that can derail their effectiveness, and drivers and motivational needs. This helps executives accelerate progress through accurate impactful development plans. The **CDR 3-D Suite** provides unique insight into a leader’s key strengths and development needs in the areas of:

- **CDR Leadership Character Assessment** - reveals individual distinctions and measures leader acumen, vocational suitability or “best fit” roles, emotional intelligence, key strengths, and potential gaps or short sides.
- **CDR Leadership Risk Assessment** – measures and describes inherent risk factors and related behaviors that can erode performance and lead to derailment. Gone unchecked, these “risks” can drive even the most promising careers off track.
- **CDR Drivers & Rewards (Personal Motivation)** – describes a person’s degree of need (and aversions) for specific types of work, rewards and recognition, the optimal work environment and culture preferred.

Performance behaviors are visible to people, but the reasons behind them and the motivations for them are not observable. The **CDR 3-D Suite** describes individual propensities and provides a view of the “whys” behind these behaviors. This information sets the stage for more effective leader development, employee selection, succession planning, team building, and other key talent deployment and development initiatives.

- 2) I have already taken the CDR 3-D Suite and have had feedback with a CDR certified coach, can you tell me more about the 360 feedback option?

First, we would still incorporate the results from your CDR 3-D Suite to use in the Retreat curriculum design and your coach will help you link your 360° Leader Scan™ results to your CDR 3-D Suite during the onsite coaching process.

If this is the appropriate option for you, we need to get started right away by collecting data from input providers. We use CDR’s robust **360° Leader Scan™**, a multi-rater feedback tool that allows those impacted by a leader’s performance to provide candid, relevant feedback. With this tool, executives get a clear reading on how their performance, behaviors, strategies, and communication impact others. The **360°Leader Scan™** is an online instrument and allows for up to 15 input providers and:

- ✦ gets straight to essential perspectives about a leader’s performance,
- ✦ is not full of fluff or watered-down with neutrality or ambiguity,
- ✦ has just the right mix of narrative feedback and statistical rating (qualitative ratings converted to numerical) data,

- ✦ contains detailed items within 14 distinctive leader competency categories (with about 80 items) and can be customized to client (including federal government) competencies,
- ✦ links to the CDR 3-D Suite for ideal leader development action plan preparation
- ✦ collects narrative feedback on each competency to improve leader clarity
- ✦ is a *must have* tool for leadership action planning and development.

3. Can you please provide information about CDR's Executive Coaches and Retreat Faculty?

We have a global team of certified executive coaches, consultants and trainers, with a large contingent available throughout the USA. **Our team of worldwide experts currently consists of more than 200 executive coaches and consultants.** Only seasoned professionals with successful leadership development track records and credentials are certified as CDR providers. Generally, our coaches, trainers and consultants have more than 20 years of experience in leadership development or executive positions within a wide range of industry and government roles and have masters or doctoral degree level backgrounds. We utilize our executive coaching team's services and match coaches with leaders to maximize results. For security and confidentiality purposes we do not post bios for access by all on the internet, however, on request, we are glad to provide coaches' bios and further details to prospective clients about our executive coaching team.

4. Can you provide some information about your history and client work?

CDR ASSESSMENT GROUP, INC. delivers exceptional human resource consulting services and unmatched assessment tools for leadership, executive development and organizational effectiveness. The CDR team is committed to helping clients go "outside the box" to strategically align human talent and realize business goals. Executive coaching and development services have been provided for thousands of leaders across the globe while training and certifying executive coaches.

Break-through Leadership Development Tools

The rare blend of futuristic thinking, practical problem solving, and highly specialized technical know-how of CDR's professional team combine to bring you the CDR 3-Dimensional Assessment Suite® and the 360° Leader Scan™. CDR's revolutionary products and services have been utilized by organizations in numerous global industries—from mid-size organizations to Fortune 100s. The CDR 3-D Suite normative database now includes over a half a million cases for each of the three assessments.

Our History

CDR ASSESSMENT GROUP, INC. was formed in Tulsa Oklahoma in 1998 by Nancy E. Parsons and Kimberly R. Brinkmeyer, Ph.D. Parsons brings a highly accomplished track record in human resources management, organizational/leadership development, and assessment applications experience to the partnership. Brinkmeyer, an Industrial/Organizational Psychologist, adds her technical depth and client services expertise to the team, specializing in personality and performance assessment measures. Together, they bring over 40 years of leadership and consulting experience. In 2000, CDR Assessment Group, Inc. achieved national certification as a WBENC corporation, supporting clients' diversity supplier and affirmative action records and have maintained their certification status.

Parsons' and Brinkmeyer's rare combination of practical and technical know-how, led to the design of a ground-breaking leadership development and assessment feedback product line. In 1998, CDR Assessment Group developed and introduced to the business marketplace the one-of-a-kind CDR Leadership Risk Assessment—which measures and describes personality-based risk factors for leadership derailment—and the CDR Leadership Character Assessment. In early 1999, the CDR Drivers & Rewards Assessment was developed, which completed the CDR 3-Dimensional Assessment Suite®, a feat followed by the 360° Leader Scan™ in 2000. In 2008, the Executive Team Performance Forecast™ was developed and provided to clients.

In 2010, the newest revolutionary system designed and launched to the marketplace is “myLADR,” a front end personalization and talent management system. This is currently being introduced to select clients after being developed for the Pentagon.

5. **Who has used CDR'S assessment, coaching and executive/leadership development services?**

We have a wide array of clients in most sectors including: health care, energy, pharmaceutical, manufacturing, service, transportation, logistics, insurance, food service, technology, chemicals, entertainment, retail, communications, research, and banking & financial. In addition, we have provided tools and coaching/consulting services for non-profit organizations, universities, and government entities such as The Department of Defense, The Department of Homeland Security, and the U.S. Army. In addition, we also provide our assessment tools and coaching and educational services to other executive consulting and coaching firms. These consultants then use our assessment products after successfully completing our certification process.

We keep our client information confidential and are glad to share reference as appropriate with serious client prospects.

Addendum to FAQs

Nearby Attractions –

Keep in mind that many of these activities will require extended stays by participants and their guests. We wanted to make sure you are aware of the wide array of great things to do in the Riviera Maya. Again, Penney Sheldon Travel or the resort concierge can provide you with more details.

ECO TOURS AND EXPERIENCES

- **Tres Rios Ecopark** is located 10 minutes south of Playa del Carmen. Explore nature in this tropical reserve.
- **Xcaret** is like an Eco Maya theme park.. Some of the attractions include a re-enactment of a traditional Maya ballcourt game, butterfly pavilion, traditional Mexican dance and music, small zoo and much more. The swimming here is excellent and the water theme parks rival Disney World; in fact we think they are better.
- **Xel-Ha** is a great place to go snorkeling or swimming. It is a fresh water bay that meets the ocean. Many sea creatures make their home in the bay and its tributaries and a snorkel around the bay will simply blow your mind if you are not an avid diver or snorkeler. It is well worth the price of admission and a great place for kids. There are many well-trained lifeguards on duty.
- **Aktun Chen:** Beautiful underground dry caves with stalactite and stalagmite formations and a spectacular fresh water cenote. You might even be lucky enough to see spider monkeys. Poisonous and non-poisonous snakes can be seen at the serpentarium. Located in the jungle between Akumal and Xel-Ha.
- **Jardín Botánico del Dr. Alfredo Barrera:** Beautiful botanical gardens located a few minutes south of Puerto Morelos on the east side of highway 307. Experience exotic species of tropical fauna displayed in the natural settings of the tropical rainforest.

MAYAN ARCHEOLOGY SITES

- **Tulum**
Tulum Ruins is a small site. It has an excellent beach for swimming and cooling off, shopping and food. This makes an excellent half-day excursion and is easy to get to anywhere on the Mayan Riviera from Tulum to Playa del Carmen.
- **Coba**
Coba is deep in the jungle a 45 minutes drive off of Hwy 307 just before Tulum. There is a lot more to see here than Tulum including large temples/pyramids.
- **Chichen Itza**
The Granddaddy of Mayan ruin sites in the Yucatan Peninsula and one of the most grandiose in all the Mayan world is Chichen Itza. What also makes this a wonderful site to visit is there has been much restoration done, the grounds are manicured and there are tourist services including restaurants, small museum, and stores selling items not found in Playa del Carmen or Cozumel.

DIVING/SNORKELING

There are a number of great snorkeling and diving locations along the Mayan Riviera. Xcaret, Xel-Ha and Ya Kul Lagoon all have snorkel equipment for you to rent so you do not have to bring your own. Please check with Penny Sheldon Travel for more information or with the resorts on arrival.

OTHER FUN STUFF

- **Golf** please check with the resort or travel agent for more information, reservations and details.
 - **Skydiving** is available at "Sky Dive Playa" located at Plaza Marina by the dock, behind Señor Frog's.
 - **The Cedam Maritime Museum** in Puerto Aventuras houses an interesting display of various artifacts and wreckage from shipwrecks along the coastline. The museum can be found at the northern end of the marina.
 - **ATV & Speedboat Maroma:** This is an exciting journey riding through the jungle, the mangroves, a lake and a private beach on 4 wheelers. Later you will ride in a speedboat to visit the reefs and actually snorkel there.
 - **Deep Sea Fishing:** Sport fishing boat charters for day or half day.
 - **Rancho Loma Bonita:** Horseback ride through the jungle mangroves, lakes and the Caribbean Sea. You can also ride a 4-wheeler, snorkel, bicycle or kayak around lagoons or swim in the pool. There is also a restaurant. Located at km 45 on the Cancun-Tulum highway.
 - **Pac Chen:** Enjoy a traditional meal cooked the Mayan way at an authentic Mayan community tucked away in the jungle.
 - **Crococun Crocodile Park and Regional Zoo:** Located on Hwy. 307 just south of Puerto Morelos. Similar to the crocodile parks in Florida. This one features regional animals as well as some imported ones. Guides speak English. It is an interesting place to visit if you have never been to a crocodile farm.
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SHOPPING & NIGHTLIFE

- **Playa del Carmen** is where you go for nightlife if you are staying anywhere on the Mayan Riviera. There are lots of clubs and restaurants offering an eclectic array of party possibilities. Playa del Carmen is an excellent hopping off spot for all the attractions found on the Riviera Maya. The 45 minute ferry trip to Cozumel leaves the dock every hour. Shopping has to be Playa's biggest attraction. Avenida Quinta is a pedestrian mall lined with little shops and malls. Bargaining is expected here.
- **Cozumel** is a short ferry ride away from Playa del Carmen. Renowned for its excellent diving and snorkeling Cozumel also has a large number of interesting shops selling everything from hammocks to jewelry. You can find items in Cozumel that you do not find on the mainland. Cozumel has lots of restaurants and a few clubs to party in. Due to the fact that the ferries do not operate all night people tend not to stay late partying in Cozumel but tend to go for the day.
- **Tulum Pueblo** is the last town before Hwy 307 turns into a desolate jungle road. There is good shopping in Tulum. Prices are generally cheaper here for the same stuff as in Playa del Carmen. There are lots of restaurants and convenience stores here. Most of the partying at night is done on the beach here.
- **Tulum Ruins** also has a good crafts market. If you are planning on going to Tulum ruins then you may want to consider looking around the shops here.
- **Hacienda Isabela** is a re-creation of a traditional Mexican hacienda. A number of stores are inside selling crafts and typical stuff found in Playa del Carmen. On Thursday night is "Mexican Fiesta Show" which is an okay show put on by a troupe of entertainers from Cancun. The Mexican Fiesta Show costs \$15 USD and lasts about two hours. Hacienda Isabela is located on the East Side of Hwy 307 at Bahia Principe Resort, which is 6 km north of Xel-Ha.