



**Leadership development without the spin.**

*Call us today to schedule a confidential discussion  
with one of our senior partners.*

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## Leader Coaching & Development

Executive Team Performance Forecast

Performance Management

## Succession Planning

Human Capital Analysis

Finding Hidden Talent

## Talent Alignment

Training & Certification

Selection Screening

Executive Competency Design

Online Learning Portals

## Strategic Team Building

Leadership Learning Continuums

Performance Interventions

A large, detailed image of a silver Swiss Army knife is positioned on the right side of the page. The knife is open, showing various tools like a saw, a corkscrew, and a screwdriver. The background behind the knife is a light, hazy landscape with mountains and a sky. The text "toolkit for success" is overlaid on the right side of the image.

**toolkit for success**



## Who we are...

CDR Assessment Group, Inc. is a globally recognized assessment and talent development firm leading the way with revolutionary products, consulting services, research, and training solutions.

## What we do...

We deliver unmatched assessment tools and services for leadership and talent development. We provide consulting and training services that wrap-around all areas of human performance and maximize the clients' utilization of our break-through tools. We have a consulting and coaching team that provides services worldwide.

### Break-through Leadership & Talent 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®, 360° Leader Scan™, and the Executive Team Performance Forecast™. CDR's revolutionary products and services have been utilized by organizations in numerous global industries—from mid-size organizations to Fortune 100s.

### The Break-Through CDR 3-Dimensional Assessment Suite®

The CDR 3-D Suite is a robust executive development coaching instrument that digs deeper to get at what matters most about being the best. These break-through assessment tools equip executive coaches and their clients to fast forward the process so that precious time, energy and funds are not wasted trying to speculate or develop in broad or non-productive ways.

#### What is Measured?

The CDR 3-D Suite provides unique insights about one's:

- **character** and leader acumen, forte, strengths, best-fit role, emotional intelligence, and more
- **risks factors** that can impede effectiveness, damage relationships and lead to derailment, and
- **personal drivers**, motivation, aversions, and values.

The CDR 3-D Suite provides specific, tangible performance and development suggestions for those in complex or demanding businesses.

### Why Use the CDR 3-D Suite for Talent Development & Coaching?

**Velocity.** Clients report shaving 1.5 to 2 years off of the normal development cycle time. Fast forward development by immediately showing a clear-cut path to best leverage strengths, plan for development, and to neutralize risks and vulnerabilities. From day one, coaches and clients hit the ground running.

**Accuracy & Scope.** No other tool comes close to specifically pinpointing the individual traits that define performance strengths, talent, gaps, risks, and motivation.

**No Spin.** The results are straight forward, hard hitting and accurate. There is no sugar coating or clever language to disguise the results. Strengths, talent traits, inherent risks, and personal values are all revealed.

**Measurable Results.** The CDR 3-D Suite was developed by correlating results to actual performance data. ROI is easily determined by capturing pre- and post use performance to confirm bottom line benefits.

**Multiple Applications.** Results can also be used for: succession planning, selection strategic team development, incentive program design, human capital analysis and more -- making CDR tools an exceptional value.

**The Science.** These tools are scientifically valid and are EEO neutral (having no adverse impact) and are linked to job performance.

**Strategic Tools.** CDR 3-D Suite reveals what talent exists so that one's capability can be productively developed and managed. Without CDR insights -- talent gaps, lopsidedness, damaging risk clusters, and under utilization can ruin even the best laid plans.

**Confidence & Quality.** A comprehensive certification process is available for internal and external consultants to use in their practices.

The CDR Character Assessment reveals one's personality traits. This insightful report includes essential details about one's strengths, acumen, and best-fitting roles.

Academically inclined, achievement driven	Idea fluent, risk taking, socially skilled	Practical, process focused, methodical	Self-evaluative, edgy, intense performer An individual contributor, modest	Socially remote, reserved, an avid listener
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"I have found the CDR 3-Dimensional Assessment Suite to be unlike any other leadership development tools available. These assessments provide leaders with comprehensive, accurate, and relevant information communicated in a way that shores up the gaps and understanding between performance intent and results. In my experience as an executive coach and leadership development professional, these insightful tools relay essential information that just isn't available elsewhere. The versatility and wide-ranging applications sets them heads and shoulders above others."

Marcia Shaw, Ph.D., Intentional Management, Portland, Oregon

"I have been a research psychologist, executive and consultant for the past 30 years and can honestly say that this is the most thought-provoking and insightful psychometric feedback that I've ever had. I was especially impressed by the ability of the CDR Risk Assessment to intensify fairly subtle situation issues... these are breakthrough products."

Neville Osrin, Psychologist & Executive Coach, Hewitt & Associates, United Kingdom

“Leadership is a combination of strategy and character. If you must be without one, be without the strategy.”

General Schwarzkopf

“After trying all of the best known executive development tools and training process/interventions currently available, the CDR 3-D Suite is the best way to fast forward leadership development.”

Vice President, Leadership & Development,  
Medical Products Client, New Jersey

## Leadership Self Knowledge:

Knowing thyself is the most difficult task any of us face. But until you truly know your strengths and weaknesses, your success may be far less than your inherent capability.

The **CDR Risk Assessment** describes eleven inherent traits that undermine effectiveness. Left unchecked, derailment or problematic performance can occur. These risks are part of normal personality and tend to be more evident when stress is high, during conflict, and simply when “the honeymoon is over”. The eleven scales measured are:

False Advocate	Worrier
Cynic	Rule Breaker
Perfectionist	Egotist
Pleaser	Hyper-Moody
Detached	Upstager
Eccentric	

## Rewarding what matters most:

The single-most important thing a leader can do is to show that they value each employee. To do so, the leader must know what each individual values most and then – do -- what it takes to honor those things.

The **CDR Drivers & Rewards Assessment** reveals what matters most to each individual. The ten scales measured are:

Fame & Feedback	Power & Competition
Amusement & Hedonism	Humanitarian Efforts
Companionship & Affiliation	Moral Platform
Safety & Security	Business & Finance
Artistic Endeavors	Scientific Reasoning



## The 360° Leader Scan™

Our multi-rater feedback instrument, the **360° Leader Scan™** provides essential competency-based performance data vital to equip your leaders and teams to perform beyond current expectations. The **360° Leader Scan™** is not full of fluff or watered down with neutrality or ambiguity. Additionally, our services are delivered in such a way to assure smooth implementation and to maximize participant feedback – we strive to take the administrative burden off of you.

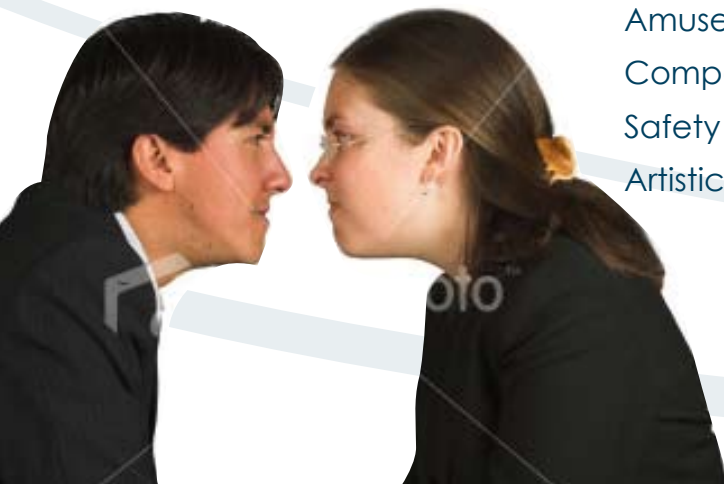
The **360° Leader Scan™** stands ready to administer. While we do offer an array of customization services tailored to specific client needs, this robust online 360° tool is ideally designed to focus on competencies imperative for today's leaders. In fact, you will find this exceptional tool has just the right mix of narrative and statistical data to provide straight-forward results for managers to begin developing impactful action plans.

The **360° Leader Scan™** features over 80 detailed items within 12 distinctive leader competency categories. Narrative feedback is also collected from all input providers for 15 leader performance and development perspectives. Competency categories include:

- Adaptiveness / Dealing with Change
- Business Strategies
- Coaching – Developing Staff
- Communication
- Dealing with Stress & Adversity
- Decisions & Courage
- Innovation & Problem Solving Approach
- Organizational Advocacy & Commitment
- Performance Results
- Personal Development
- Relationship Building
- Teamwork / Supportiveness to Others

“We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.”

Henry Wadsworth Longfellow





# Highlights of CDR's Distinctive Services

## Leadership Coaching

Our invigorating, eye-opening leadership coaching process digs deeper, beyond traditional development methods. Our assessment tools fast forward the coaching process so that leaders do not waste precious time, energy or funds trying to develop in broad or non-productive ways.

Feedback is not soft-pedaled or generic; rather, it is on point and constructive, focusing on specific individual talent strengths and gaps. While leaders invest less time during the front-end diagnostic and discovery stage, the quality of the feedback, new insights, productive dialogue, and coaching support will lead to greater focus and results. The bottom line is: your leaders will be able to apply new insights with immediate impact, improved success, and fulfillment. Most coaching can be accomplished by telephone which saves travel costs and time due to the strength and scope of the assessments we use.

Coaching services have been provided for thousands of leaders across the globe. In order to meet client needs, we have an international network of certified executive coaches. Generally, our coaches have more than 10 years of experience in leadership development or executive positions within a wide range of industry and government roles and have masters or doctorate degrees. The length and scopes of coaching relationships vary by client need.

## Strategic Leadership Team Development

Conventional team building processes are facilitated by focusing on strategies, values and vision. These are important elements of the process; however, they come second. Focusing on the people on the team comes first. Team performance success requires a clear understanding of self and a clear understanding of others on the team (in that order) - then strategy. That is why we begin with individual assessment and coaching and proceed to facilitating strategic team development using the team assessment results.

## Leadership Development Programs

We offer a variety of custom designed leadership development programs and continuums. Generally, we recommend a micro-to-macro approach that incorporates assessment (CDR 3-D Suite and 360 feedback), coaching for the duration of the continuum, and experientially-based workshops based on the aggregate assessment data and strategic business needs of the organization. Our continuum programs vary from 6 to 24 months in duration. We also offer custom one-time workshops delivered at a location convenient to client groups.

## Executive Team Performance Forecast™

This exciting new proprietary process lets you know whether or not your executive team has what it takes to execute business strategy effectively. This process can help your organization navigate to unrivaled success while minimizing the potential for wandering off course or for underachieving with lackluster performance results. Did you know that:

- homogeneous executive teams fail more often than those with divergent capabilities
- talent balance should and can be aligned with business strategy
- talent cloning (often in one own's image) is detrimental to performance, and
- executive traits that predict performance can be measured by us with accuracy.

So, whether your business is new, stuck, seemingly okay, transforming or in turmoil -- or whether you are a venture capitalist, equity investor or D & O (Directors' & Officers') insurance provider – you may benefit from this exceptional glimpse into the future for your executive team's performance viability and vulnerabilities.

## Human Capital & Leadership Capability Research

Human Capital Talent Analysis Research developed and offered exclusively by CDR Assessment Group, Inc. is a proprietary methodology that delivers accurate answers to critical and elusive, human capital management and talent development questions. This unparalleled comprehensive research approach provides an objective and scientifically valid way to ascertain human capital to get a clear reading about:

- Talent capacity (leadership, technical, operational, strategic, etc.), diversity, and bench strength
- Strengths & niches (specific)
- Lopsidedness, potential blind spots, and talent gaps or deficiencies
- Performance potential
- Inherent risk factor vulnerabilities that impede performance
- Culture distinctions, and
- Specific training & development needs.

## Competencies & Selection Screening

Many clients benefit by having us link the CDR 3-D Suite data to their executive or other position competencies. This is an ideal application for selection screening, succession planning, and for developmental action planning purposes. We have performed these services for the federal government as well as private industry for executive to college candidate competencies.

## Build an Online Learning Portal for Individual Learning Plans

While our assessments are the cornerstone for leadership and talent development and coaching projects, we have worked with strategic partners to build systems of personalization, for front-end online learning environments. This helps the person and organization understand (and track) what training and development options are most valuable based on assessment results, leader (or professional) competencies, coaching, and one's developmental history. A tour of a live system that begins with our assessment and coaching at the front end with the Department of Defense is available on request.

## Succession Planning

One of the most instrumental services we provide is a systemic approach to talent identification and development. The purpose of our succession planning services is to assure continuity for sustained future performance success. Our process provides the framework and mechanism to identify and develop talent from within to enhance retention, loyalty, customer relationships, competitive position, knowledge, and stockholder confidence.

## Coaches' Certification

We provide coaching feedback certification for internal and external consultants. The pre-requisite is the completion of the CDR 3-D Suite and a coaching feedback session in advance of the two-day Coaches' Certification Workshop. Post-workshop review in preparation for the initial client debriefing session completes the certification process.

## Project Services and the Swiss Army Knife:

The CDR 3-D Suite is used for more HRD applications than any on the market. This makes them the Swiss Army Knife of the assessment world and we provide consulting services that essentially wrap around these tools. You only need to test your incumbents once with the CDR 3-D Suite and these robust results can be used for:

- coaching • developmental planning • team development • custom training designs • staffing decisions
- succession planning • HR strategic planning analysis • incentives design
- cultural and values assessment • training needs analysis • risk analysis • and more...