

THE TALENT TOOLKIT:

Overview of Services



“The CDR 3D Suite is my favorite ‘deep dive’ leadership style assessment for the leaders I coach. It’s my go-to assessment when clients are open for me to choose. The reasons are twofold: I genuinely like and trust the data and I genuinely like and trust the CDR folks. Nancy and her team have always been available to me and my clients, from their ability to interpret confusing results, to assisting me with benchmarking a client’s strengths and abilities against job profiles from their databank. They’re extremely professional and a delight to work with.”

— Patricia Wheeler, Ph.D.
(clinical psychologist, now leadership development expert)
Managing Partner at The Levin Group LLC, Atlanta, GA

About CDR Assessment Group

In 1998 Nancy Parsons and Kimberly Leveridge, Ph.D., came together with their extensive backgrounds in Human Resources and Industrial Organizational Psychology with one mission in mind: to found a company that would revolutionize leadership. Eighteen years later, CDR Assessment Group, Inc. is a globally recognized leadership development and talent management firm that continues to lead the way with exceptional assessment tools, coaching, consulting services, training solutions, and research.

From developing and coaching top-level executives and their teams to selecting the best-fit candidate, we provide customized solutions to address all areas of human performance. Our clients, ranging from Fortune 100 companies to small businesses, see a positive impact to their bottom line by increasing leader performance, strategic team balance, training and hiring success.

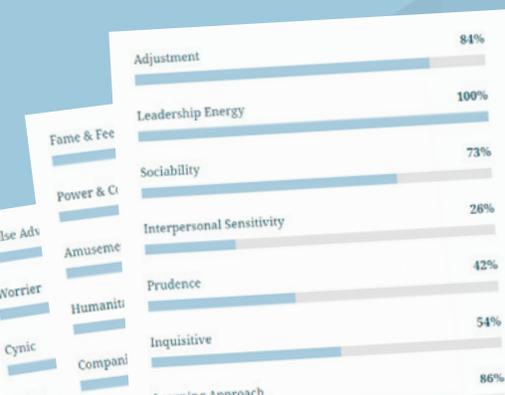
Client Testimonials

“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 Global Medical Device Manufacturer, NJ

“I am hugely impressed with the output of the assessments. 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.”

—Executive Coach, UK



CDR 3-Dimensional Assessment Suite®

Developing and coaching high-talent leaders and teams requires accurate, concrete, and business-oriented information about each individual's character, inherent risk factors and motivational drivers. The CDR 3-Dimensional Assessment Suite® is our rigorously validated proprietary tool that reveals clear and candid insight for each individual in the areas of:



CHARACTER – leader acumen, strengths, best-fit role and emotional intelligence



DRIVERS – motivation, values and aversions



RISKS – that impede effectiveness, damage relationships and can lead to derailment

The CDR 3-D Suite propels your company to success with:

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.

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

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

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, screening, custom training, team development and more — making CDR tools an exceptional value.

No Spin — The results are straight forward, hard hitting and accurate. There is no sugar coating or clever language to disguise the results.

Service & Know-How — We help clients use the tools for best practice solutions. Certification and training is available.

Key Scales — What is measured?

CHARACTER

Adjustment
Leadership Energy
Sociability
Interpersonal Sensitivity
Prudence
Inquisitive
Learning Approach

DRIVERS & REWARDS

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

RISKS

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

Competency Categories Include:

- Adaptiveness / Dealing with Change
- Business Strategies
- Coaching – Developing Staff
- Communication
- Dealing with Stress & Adversity
- Decisions & Courage
- Innovation & Problem Solving
- 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

360° Leader Scan™

CDR's robust online 360° tool is ideally designed to focus on competencies imperative for today's leaders. This exceptional tool has a precise combination 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. The 360° results are designed to link to the CDR 3-D Suite data, particularly the CDR Risk Assessment Scales.

We take care of all administrative matters and communications making implementation easy for clients. This tool is designed to clearly link to the CDR 3-Dimensional Assessment Suite® feedback. Plus, CDR's team of technical experts, administrative support and executive coaches are standing by to answer questions as they arise. Certification to debrief this tool is not required though we do offer orientation and training support as needed.

Customization and special reports are available.

A large, stylized graphic of a 360-degree sphere or globe, rendered in shades of blue and white. The sphere is partially cut away, revealing a dark interior. The text "360° Leader Scan™" is overlaid on the sphere. The "360°" is in a large, dark blue serif font, and "Leader Scan™" is in a smaller, brown serif font.

360° Leader Scan™



CDR-U: Talent Development

CDR-U is the talent and leadership development division of CDR that integrates our proprietary CDR 3-Dimensional Assessment Suite® to deliver the following customized services:

Executive and Leadership Coaching — We provide a one-to-one confidential and candid coaching feedback to debrief the CDR 3-D Suite results. Insights into one's true gifts, leadership capability, and needs are revealed. A workable action plan is formulated to produce sustainable results that are relevant and valuable throughout the span of a leader's career. Our 360° Leader Scan™ is an additional valuable tool we use for coaching.

CDR Authentic Leadership Workshops — Take your executives and leaders to the highest level of self-awareness and performance. This custom designed experiential workshop is based on the actual data of leader participants. We focus on what leaders need most and use applied learning techniques to maximize new skills and knowledge. Our comprehensive assessments, upfront one-to-one coaching and our custom workshop design make Authentic Leadership a sustainable learning solution.

Strategic Leadership Team Development — Team performance success requires a clear understanding of self and a clear understanding of others on the team first and foremost. CDR-U's team development concentrates on the people then is linked to business strategies, values and vision. This approach generates the highest level of measurable and sustainable results. Each participant begins with an individual assessment and coaching feedback. Then a custom designed facilitated team development session is conducted using the CDR results.

Coaches Certification — CDR-U provides coaching feedback certification for internal and external consultants preparing you to coach using our tools with confidence. 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 with a CDR Instructor in preparation for the initial client debriefing session completes the certification process.

Selection Training for Hiring Managers — CDR-U will equip your hiring managers with the expertise to utilize CDR's 3-Dimensional Assessment Suite to the highest degree for pre-employment screening. One and two-day workshop options allow participants to develop the clearest working knowledge of interpretation of assessment results for job placement.

Risk Webinars — We host eleven hard-hitting "Risk Factor" webinars designed to help attendees manage their own inherent risks more productively and learn ways to prevent or minimize the impact of the risks. So no matter if you have Worrier, Pleaser, Cynic, Egotist, Perfectionist or other Risk Factors, these 60 – 90 minute webinars can help you assure that your risks do not take a negative toll on your performance or career trajectory.

Online Learning Center — CDR-U can help you build an Online Learning Portal for Individual Learning Plans. Online learning and webinars are available.

We focus on what leaders need most and use applied learning techniques to maximize new skills and knowledge.



CDR-TM: Talent Management

CDR-TM is the Talent Management Division of CDR Assessment Group. We utilize the CDR 3-Dimensional Assessment Suite® to provide the following solutions:

Selection Screening — CDR-TM uses our assessments to measure and to determine if job applicants have the innate characteristics it takes to make a successful employee in specific positions. Unlike many style inventories or tests in the marketplace, our proprietary tools are validated based on actual job-performance to ensure the highest level for selection screening. The hiring success in using this tool far exceeds scanning resumes and conducting interviews. It can easily be incorporated into your current hiring process.

Interview Questions — Based on each applicant's assessment results, CDR-TM can provide your hiring managers with interview questions that will specifically address and deepen the understanding of how that person's characteristics may manifest in different roles.

Succession Planning — Using our assessment tools, CDR-TM provides a systemic approach to talent identification and development for succession planning. Our services assure continuity for sustained future performance success. We help clients create a framework and process to identify and develop talent from within to enhance best-fit placement, retention, loyalty and competitive position.

Executive Team Performance Forecast™ — This exciting proprietary process accurately predicts 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. We examine the alignment and balance of teams by analyzing individual member profiles and essential

competencies to reach business goals. This can also be a valuable service for venture capitalists, equity fund managers, and for the D&O Insurance providers.

Human Capital & Leadership Capability Research — CDR exclusively offers a proprietary methodology that delivers accurate answers to critical human capital management and talent development questions. This unparalleled comprehensive research approach provides an objective way to analyze human capital to get a clear reading about:

- Talent capacity (leadership, technical, operational, strategic, etc.)
- Lopsidedness, potential blind spots, and talent gaps or deficiencies
- Performance potential, inherent risk factors that could impede performance
- Culture distinctions

The hiring success in using this tool far exceeds scanning resumes and conducting interviews. It can easily be incorporated into your current hiring process.

CDR's Service Commitment — The Ultimate Difference

Our Integrity and Values — we are committed to serving clients and colleagues by building trusting relationships, providing exceptional service and by offering candid and straightforward support.

Boutique-like Client Services and Custom Solutions — clients interact directly with experts, not with junior consultants or sales representatives.

Our Experts — certified executive coaches, trainers, consultants, instructional designers, and scientific research team are among the best in the world!

Client Successes — CDR has successful coaching, consulting engagements and talent management ventures with global clients in all sectors including: financial, insurance, energy, manufacturing, retail, health care, pharmaceutical, distribution/sales, transportation, information technology, chemical, education/academia, tribal organizations and the Federal Government.

“Thanks so much for your speedy and qualitative work. We had a great session and our clients highly valued the instrument, the feedback and the group report. Looking forward to more opportunities to work with you.”

— Director Talent Development
Group, Pharmaceutical
Company, NJ

Some of Our Clients



CDR Assessment Group, Inc.

918-600-5728

cdrinfo@cdrassessmentgroup.com

www.cdrassessmentgroup.com

www.cdr-u.com

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