

Local Entrepreneur to Reveal Why Investment + Intent Leader Performance Results

October 16, 2001

Nancy Parsons, President of CDR Assessment Group, Inc., will conduct a workshop next week for the Executive Development Associates' (EDA) Network Fall Classic in Napa Valley, CA.

Parsons' session, titled *"Executive Coaching: A New Lens for High Potential Development,"* introduces attendees to CDR's break-through assessments. These tools are designed to pinpoint inherent leader strengths, risk factors and performance drivers unlike other developmental products on the market. Jim Bolt, Chairman & Founder of EDA based in Solana Beach, California, announced to EDA Network members, "the focus of this session will be on the use of CDR Assessment Group's unique suite of assessment instruments to improve the development and coaching of 'high potential' executive talent."

Executives from a number of Fortune 500 companies, including: Cisco, Corning, Cox Communications, Colgate-Palmolive Company, Verizon, Texas Instruments, DuPont, Eastman Kodak Company, Weyerhouser, Fidelity Investments, Williams, Bank of America, Gap Inc., Federated Department Stores, Qualcomm Incorporated, Lucent Technologies, Agilent, and more, will attend the session slated for October 23 - 26, 2001.

According to Parsons' her "new lens" approach directly impacts the bottom line. "It's hard to believe 85% of companies invest in formal leadership programs and more than \$16.5 billion dollars was spent on those programs in 1998 alone. The returns on those investments are unacceptable when only 8% of senior executives surveyed describe their firm's leadership capacity as excellent and 30-50% leaders derail regularly. The math just doesn't add up," says Parsons.

One of the goals of the EDA session is to examine why this breakdown between investments and results exists, and what to do about it. This is where CDR makes their impact—by providing "a new lens" to close this gap.

Many assessments, including traditional 360° performance assessments, do a good job of identifying the behaviors recognized by others. CDR's revolutionary tools answer the long overlooked question of why behaviors manifest in the ways they do. Other popular tools, such as the Myers-Briggs Type Indicator (MBTI), describe categorized interpersonal "styles". CDR Assessments dig deeper to clarify individual differences impacting performance. They provide a comprehensive, inside-out perspective of a leader, and reveal business-relevant information about one's:

- ✦ Character (personality, competency-fitness, and emotional intelligence)
- ✦ Risk factors that undermine effectiveness and can lead to derailment; and,
- ✦ Drivers (motivators) and reward needs.