



Press Release

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NANCY E. PARSON'S NEW BOOK, *FRESH INSIGHTS TO END THE GLASS CEILING*, REVEALS HOW WOMEN TAKE THEMSELVES OUT OF THE RUNNING FOR LEADERSHIP--AND WHAT TO DO ABOUT IT

Latest research reveals that "worrier" tendencies, along with perception bias, keep businesswomen from breaking through the glass ceiling

"Nancy Parsons' book offers a provocative and compelling theory on why women have yet to break through the glass ceiling in numbers. I found her fresh insights fascinating on both a professional and personal level. There's takeaway here for women themselves but also for management."

-- **Kate White, author, *The Secrets You Keep*; former Editor in Chief, *Cosmopolitan Magazine***

"This book specifically describes what leadership potential looks like regardless of gender, and dares to show that people's perceptions do not match this reality as seen in national surveys. It is not our strengths that derail our careers; it is our risk behaviors that trip us up."

-- **Dr. Leslye McDade-Morrison, HGS Principal; former Chief Learning Officer, Office of the Under Secretary for Defense, Acquisition, Technology and Logistics, the Pentagon**

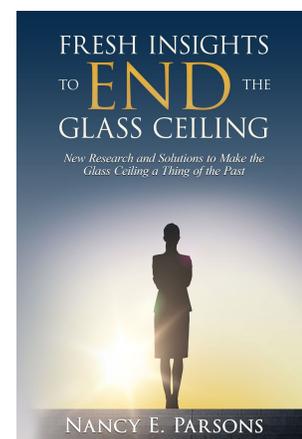
"Nancy Parsons' insightful book is teaching women to be 'warriors' and not 'worriers'! She hits on many of the key factors past and present about the glass ceiling that must be shattered by women in business."

-- **Rod Robertson, Managing Partner, Briggs Capital; author, *Winning at Entrepreneurship***

(Nashville, TN) August 11th, 2017 – If the United States maintains its current trajectory, it will take another 400 years for women to attain 50 percent of the CEO positions, reveals **Nancy E. Parsons**, President of CDR Assessment Group, in her groundbreaking new book, [*Fresh Insights to End the Glass Ceiling*](#) (Leader Voice Publishers, August 29th, 2017, ISBN-13: 978-0692855744).

It has been nearly four decades since the Pregnancy Act of 1978 went into effect, she reports, and yet only 5.8 percent of today's Fortune 500 CEOs are women, and only about 14 percent serve as corporate executives. Meanwhile, nearly two-thirds of today's college graduates are women.

In Parsons' latest research, based on her company's extensive personality and risk assessments that have been used around the globe for decades,





she has identified the glass ceiling's often-misunderstood root cause and why it has remained such a fixture in American business. The results are surprising--and also expensive for commerce.

The glass ceiling costs organizations billions of dollars a year in lost opportunities and performance. Study after study has shown that companies with strong female leadership generate a 10 percent return on equity per year. Another study found that for profitable firms, a move from no female leaders to 30 percent representation increased net revenue margin by 15 percent.

In 1987, the book *Breaking the Glass Ceiling* (Basic Books) suggested, "Many women have paid their dues, even a premium, for a chance at a top position, only to find a glass ceiling between them and their goal. The glass ceiling is not simply a barrier for an individual, based on the person's inability to handle a higher-level job. Rather, the glass ceiling applies to women as a group who are kept from advancing higher because they are women." Here America stands three decades later, with only 14 percent of the top five leadership positions at S&P 500 companies held by women. Parsons has channeled her passion for effective leadership and corporate development into her new book as a solution for women--and for companies.

Fresh Insights to End the Glass Ceiling answers many important questions at this critical juncture in corporate America:

- Are there real gender differences in leadership traits?
- What are the true causes--and effects--of the glass ceiling?
- How have some women made it to the top, in spite of the barriers?
- What are the solutions to END the glass ceiling once and for all in our country?

With quizzes to test knowledge about the glass ceiling, and an eye toward breaking the long-held myths about women in leadership, Parsons shares both new research and new solutions alongside action plans for c-suite/executives, interest groups, talent-development professionals and individuals (both women and men) so that the glass ceiling may be shattered once and for all.

To purchase a print or e-book copy of *Fresh Insights to End the Glass Ceiling*, please visit <http://cdrassessmentgroup.com/nancys-new-book/> or Amazon.

Nancy E. Parsons is one of today's foremost experts in combining the science of assessments with the art of developing people. Parsons co-developed the CDR 3-Dimensional Assessment Suite®, which has been used to coach leaders around the globe for nearly two decades. She is president of CDR Assessment Group and specializes in cutting-edge psychological assessments for executive coaching, Authentic Leadership Workshops, team development, and succession planning and selection. In addition, Parsons serves on the leadership team of The Alexcel Group, an international consortium of executive-development experts. Follow Nancy on [Twitter](#) @neparsons, [Facebook](#), and [LinkedIn](#).

CDR Assessment Group was founded in 1998 to provide unmatched assessments and leadership and talent-development services for global clients. CDR is a nationally certified women-owned business ([WBENC](#), WBEA). To learn more about CDR's tools and services, visit cdrassessmentgroup.com or follow them on [Twitter](#) @CDR_Assessment, [Facebook](#), and [LinkedIn](#).

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Endorsements

“Nancy Parsons’ book offers a provocative and compelling theory on why women have yet to break through the glass ceiling in numbers. I found her fresh insights fascinating on both a professional and personal level. There’s takeaway here for women themselves but also for management.”

Kate White

**Author, *The Secrets You Keep and ten other novels and mysteries*;
former Editor in Chief, *Cosmopolitan Magazine***

“I love this book. It is exceptionally well written and reads like a novel. All along, I kept nodding and agreeing with how it assessed both my own characteristics and those of our clients. Every woman in business needs to read this book and put into practice its action plan. Let’s take our natural tendencies to work harder and use this advice to work smarter.”

Deborah Shames

Co-Founder of *Eloqui*; author, *Out Front: How Women Can Become Engaging, Memorable, and Fearless Speakers*

“The glass ceiling exists today, and Nancy Parsons has truly described what men and women are doing to keep it in place. She shares the opportunities we all have to break it and move forward as individuals and organizations to make a positive difference in our business culture and society. A must-read book for all leaders.”

Bonnie Moore, President, *Moore Lead & Learn*; ATD Houston President 2016

“Nancy’s insights into how women leaders can break through the glass ceiling is a breakthrough in itself. Just as she has built her reputation on helping women leaders succeed, this book will become the go-to resource for women who are looking to reach their full potential. I can’t recommend it enough.”

Maya Hu-Chan

President, *Global Leadership Associates*

“I loved this book; Nancy’s writing style is real and relatable. She has a been-there, done-that credibility to her writing voice. The research and conclusions are compelling and, frankly, stunning.”

Sally Woolsey

Executive Coach and former Vice President, *Dell*

“*Fresh Insights to End the Glass Ceiling* is both refreshing and insightful. Nancy Parsons’ research and writings are data-driven and interpreted through the lens of a researcher possessing extensive, real-world corporate management, consulting, and executive coaching experience. Unlike contemporary publications that achieve little more than simply documenting



examples of the glass ceiling, this book distills the root-causes driving the glass ceiling and provides the necessary foundation for not simply breaking through the glass ceiling, but for dismantling it altogether.”

Steven C. Agee, PhD

**Dean and Professor of Economics,
Meinders School of Business (AACSB), Oklahoma City University**

“This book specifically describes what leadership potential looks like regardless of gender, and dares to show that people’s perceptions do not match this reality as seen in national surveys. This is the book to read if you are curious about your own leadership risk areas and how to mitigate them. You will learn that it is not our strengths that derail our careers; it is our risk behaviors that trip us up.”

Dr. Leslye McDade-Morrison

HGS Principal; former Chief Learning Officer, Office of the Under Secretary for Defense, Acquisition, Technology and Logistics, the Pentagon

“Nancy Parsons’ insightful book is teaching women to be ‘warriors’ and not ‘worriers’! She hits on many of the key factors past and present about the glass ceiling that must be shattered by women in business. Parsons gets to the point, and this compact read has tremendous range. My hard-charging daughters and friends will be avid readers for sure!”

Rod Robertson

Managing Partner, Briggs Capital; author, Winning at Entrepreneurship

“*Fresh Insights to END the Glass Ceiling* delivers on its name. Nancy gets to the root causes of the glass ceiling through her unique research tools, and provides actionable strategies for women and men to overcome the gender biases that have existed for years in our culture. This book should be required reading for everyone in corporate America.”

Lori D. Pumphrey

Chief Financial Officer, United States Beef Corporation

“So many people are dismissive of the ‘glass ceiling’ analogy, and claim it no longer impacts the upcoming generations of women in the 21st-century workforce. Not so--Nancy’s powerful summation of current data, combined with the assessment results of different female groups, clearly shows that the problem is still looming large today. In *Fresh Insights to END the Glass Ceiling*, Nancy not only illuminates the problem but also offers sound steps and actions to finally find a solution. I spent 25 years as a leader in HR for a Fortune 1000 public company and have observed firsthand the behaviors that Nancy shares so skillfully in this book. Nowadays in my coaching practice, I have access to an array of assessment tools. However, CDR is my number one go-to assessment tool when I want to help my clients gain major insights into their relationships and behaviors, accelerate performance and achieve their business goals.”

Lynne Pritchard

**President, LCP Consulting; former Senior Vice President Human Resources,
Dollar Thrifty Automotive Group**

“Our company uses the CDR Assessments (which were used in the research as described in the book) routinely, and they have helped us build a team that works well together and lasts! Nancy Parsons’ intellect and passion for understanding the corporate mind is fascinating! This book and the research material is stimulating for the brain while giving practical solutions! Nancy and CDR have brought corporate hiring and talent development into the future.”

Sheryl Chinowth, Owner, Chinowth & Cohen Realtors

Long Bio



Nancy Parsons is one of today’s foremost experts in combining the science of assessments with the art of developing people. Since 1998 she has served as president of CDR Assessment Group, Inc., which she co-founded with Kimberly Leveridge, PhD. Together, they created the breakthrough CDR 3-Dimensional Assessment Suite®, a coaching and leadership measurement tool that has been translated into five languages.

Parsons provides executive coaching for C-Suite executives and leaders, facilitates strategic executive-team development, instructs “Authentic Leadership” workshops, and teaches CDR Executive Coaches’ Certification Workshops for internal and external consultants. She has published more than 30 articles and is currently completing her second book, *Unvarnished Leadership*, which is about identifying and developing one’s inherent leadership capabilities. Parsons has presented at international, national, and regional professional conferences including ATD and Women in Leadership.

In addition to her professional activities, Parsons leads the philanthropic initiative “Vets Coaching Vets,” and is a member of both the Alexcel Group and CoachSource global executive-coaching organizations. She resides in Sugar Land, Texas with her husband and three very spoiled dogs. To learn more about Nancy Parsons and the CDR Assessment Group, Inc., visit www.cdrrassessmentgroup.com.

Short Bio

Nancy E. Parsons is one of today’s foremost experts in combining the science of assessments with the art of developing people. Parsons co-developed the CDR 3-Dimensional Assessment Suite®, which has been used to coach leaders around the globe for nearly two decades. She is president of CDR Assessment Group, Inc., and specializes in cutting-edge psychological assessments for executive coaching, Authentic Leadership Workshops, team development, and succession planning and selection. In addition, Parsons serves on the leadership team of The Alexcel Group, an international consortium of executive-development experts.

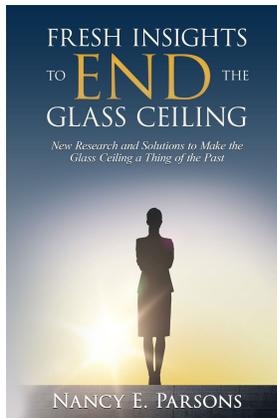


Suggested Interview Questions

1. What inspired you to write *Fresh Insights to End the Glass Ceiling*?
2. Who do you think will benefit from reading your book, and why?
3. Give us your personal definition of the glass ceiling. (pg. 11)
4. You co-founded CDR Assessment Group almost 20 years ago. How have women progressed since then, and what still needs to change?
5. Tell us about your experience with the glass ceiling throughout your career.
6. You mention in the book that CDR was formed with a “vision to revolutionize leadership” and help women bring down the glass ceiling. How do you think CDR has accomplished this over the years?
7. Throughout the book, your research results indicate that most women leaders tend to be “Worriers.” How can women with this label overcome their self-defeating risk factors? (pg. 95)
8. How can self-awareness help both men and women put an end to the glass ceiling? (pg. 87)
9. What solutions do you propose to end the glass ceiling?
10. What do you hope people will learn from your book?
11. What’s the best advice you can give to young women starting their careers?

Fresh Insights to End the Glass Ceiling

Online Information



ISBN-13: 978-0692855744

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Business Website: cdrassessmentgroup.com

Book Landing Page: <http://cdrassessmentgroup.com/nancys-new-book/>

Facebook: [facebook.com/cdrassessmentgroup/](https://www.facebook.com/cdrassessmentgroup/)

Twitter: twitter.com/neparsons

LinkedIn: [linkedin.com/in/nancy-parsons-a1b1557/](https://www.linkedin.com/in/nancy-parsons-a1b1557/)

Book Hashtags: #FreshInsights #GlassCeiling

Speaking Engagements

- **9/2/17**
 - ATD Houston
- **11/15/17**
 - 2020 Women on Boards National Conversation on Board Diversity