

CDR Assessment Group, Inc. Celebrates 20 Year Anniversary

Women Owned, Global Assessment Firm Reaches Major Milestone

STAFFORD, Texas ([PRWEB](#)) October 30, 2018 -- Nancy Parsons and Kimberly Leveridge, Ph.D. set up shop in midtown Tulsa, OK in 1998. Their goal was to revolutionize leadership through the use of their breakthrough assessments. In that first year, they developed the [CDR 3-Dimensional Assessment Suite®](#) providing clear, accurate insights about one's:

- Character traits, leader acumen, forte, strengths, best-fit job role, EQ, and more
- Risks factors that erode effectiveness, damage relationships and lead to derailment
- Personal drivers, intrinsic motivation, aversions, and values

According to Parsons, “Three key things set our assessments apart. First, they dig deeper than any on the market, providing an unmatched level of self-awareness for leaders to maximize and sustain success. Second, they accelerate success by revealing essential insights for development from the first engagement. And lastly, they are used for multiple talent development applications without ever having to retest - making them a real value add for our clients.”

Over the last 20 years, CDR Assessment Group has been honored to work with client organizations from all sectors around the globe, reducing the development cycle for leaders by 1.5 to 2 years and making the difference its founders envisioned. The CDR team has facilitated executive development initiatives for various clients, including the Pentagon, physicians at Alaskan Native Health Care, investment bankers from Nomura in Hong Kong, and the list goes on.

Reflecting on their 20-year in business, president Nancy Parsons expressed, “Wow, what a ride! The work, the relationships, the joy of helping people gain new levels of self-awareness – it’s the best job I could have ever imagined!”

The strongest differentiator for CDR on the services side of the business is that they provide a [candor verses fluff](#) approach to development, compared to their competition. According to Parsons, “We don’t teach fish to fly. Instead, we help people soar with their own specific talents and strengths. For example, if an individual is not well-suited for a leadership role, we let them know. We don’t tell people what we think they want to hear, we tell them the truth. And, the good news is, our clients and their leaders appreciate our frankness. People welcome the opportunity to embrace and develop their authentic talent.”

Clients and partners joined in on the celebrations as well. Lynne Pritchard, president of LCP Consulting and certified CDR coach shared her thoughts, “I’m certified in several assessment tools. However, my number one choice for an executive assessment with a client is CDR’s 3-D Suite. I know when I use that, my client will reach major insights into relationships and behaviors, accelerate performance, and achieve their business goals far faster than with other assessments.” (Continue to Pritchard’s complete testimonial)

Throughout the years, Nancy Parsons and her team have stayed true to their mission. By combining the science of assessments with the art of developing people, they truly are revolutionizing leadership.



CDR Assessment Group's principal office is located in Stafford, TX. CDR has been a nationally certified women owned and operated [WBENC](#) corporation since 2000.



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