

CDR Assessment Group Launches Product for Enterprise-wide Talent and Leadership Development

CDR-U Coach offers an innovative and personalized virtual AI-type coaching experience that accurately aligns the bottom 85 percent of organizations with their full potential.

HOUSTON ([PRWEB](#)) July 21, 2020 -- After 20 plus years of offering C-Suite level assessments and coaching globally through CDR Assessment Group, Nancy Parsons is thrilled to launch CDR-U Coach. Utilizing its scientifically-validated model, the CDR 3-Dimensional Assessment Suite®, CDR-U Coach will empower entry-level employees through middle and upper management (the core, 85 percent of organizations) through the same assessment and in-depth feedback C-suite executives have benefited from for years. This breakthrough, personalized AI-style coaching experience and platform is available 24 hours a day, seven days a week on an individual and enterprise-wide basis.

CDR-U Coach individually debriefs the results of the unmatched CDR 3-D Suite, a three-pronged, scientifically-validated assessment instrument to reach below the surface to uncover each individual's personality and motivation fingerprint, decoding their life-long career path. The assessment reveals a deep understanding of character (C), drivers (D) and risks (R) for each user, which are broken down into scales and subscales in each module. Unlike other popular assessments, which showcase a more surface-level view of personality styles, CDR-U Coach offers a more comprehensive assessment that is completely personalized and connects results across the three modules. CDR-U Coach gives users clear and candid language, providing examples and developmental suggestions along the way.

Once armed with CDR-U Coach, the development journey is broken down into four steps. Step one is to complete the three assessments. During step two, users are prompted to log into the CDR-U Coach platform to select their avatar coach that will guide them through the assessment results in step three. The coach guides users through the assessment results at their own pace in a virtual debrief that can be re-visited at any time. The technology in step four features two optional Development Action Planning modules guided by the avatar coach to help users build tangible plans for improvement in their current role or for career advancement.

There are significant organizational benefits, as well. The data from CDR-U Coach provides the opportunity to access enterprise-wide talent development data and analytics. These data can be used for succession planning (and high potential identification), leader and talent capability analysis, cultural analysis, training needs analysis, team formation, custom training designs and more.

Nancy Parsons, President and CEO of CDR Assessment Group, co-founded the organization and the CDR 3-Dimensional Assessment Suite®, which measures leadership character traits, inherent risk factors for derailment, and drivers and rewards, in 1998 with Kimberly Leveridge, Ph. D. This scientifically-backed model has become a globally recognized asset in leadership coaching and training. After seeing a gap in training and coaching for the bottom 85 percent of employees across enterprises, Nancy took initiative to develop CDR-U Coach in order to bring a C-Suite executive level training to individuals and enterprise-wide via a personalized virtual coaching experience.

“The idea for CDR-U Coach initially came from a client, in which its Chief Learning Officer mentioned how beneficial it would be for the company's 10,000 employees to take our assessments, along with our coaching feedback, but who also recognized that it was not logistically or financially feasible for non-executives,” said



Nancy Parsons, Founder of CDR-U Coach. “Now, with CDR-U Coach, all levels of an organization can be afforded the benefits of our CDR 3-D Assessment Suite, which our clients consistently tell us is the best assessment tool on the market. They report that it accelerates success, drills deeper, uses candid language, and offers more relevant insights than other instruments.”

As the CDR 3-D Suite assessment data uses straight-forward language that is backed by scientific results, employees are more apt to trust and digest the honest feedback, enabling them to shift their approaches to improving their experiences at work. Integrating this newfound knowledge into the fabric of any organization gives a competitive edge by aligning each employee with the opportunity to reach their potential, and, over time, optimizing teams and creating a highly engaged workforce.

“Over a year ago, I had a live executive coaching session to debrief my CDR Assessment results and my team went through the process too. It was enlightening and has helped me be a better leader for my team,” said Angela M. Westbrook, VP of Global Operations at Lyft, who recently participated in the pilot testing program of CDR-U Coach. “CDR-U Coach was helpful to go through, especially in revisiting my risk factors. My CDR-U Coach results served as an excellent reminder to review my risks and think deeply about how to mitigate them.”

Target buyers include senior level executives, talent development professionals, chief learning officers, diversity specialists, deans of business schools and higher-education institutions and hiring managers. Those who will immediately benefit from CDR-U Coach are employees below senior level leaders, who, historically, have not been afforded assessment and personal coaching opportunities.

To learn more about CDR-U Coach, visit <http://www.cdr-u.com/coach> or contact Lauren Miller at lauren@likemindstalk.com or 713-263-4108.

ABOUT CDR-U, LLC

Beginning late 2019, the CDR-U, LLC team developed, sourced and acquired technical services to make CDR-U Coach a scalable product for talent development. The visionary founder behind CDR-U Coach, Nancy Parsons, was awarded the prestigious 2019 MEECO International Thought Leadership of Distinction in Executive Coaching, so the script mirrors her level of expertise, that of the CDR Assessment Group team and its proven track record of success.

ABOUT CDR Assessment Group, Inc.

CDR Assessment Group, Inc. was founded in 1998 by Nancy Parsons and Kimberly Leveridge, Ph.D. to revolutionize leadership and provide cutting-edge assessment products and services designed with the foremost psychological insights and applied business know-how. CDR created the scientifically-validated assessments and scoring software that analyzes and identifies one’s character traits, inherent risk factors for derailment, and driver and reward needs.

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