



CDR Companies, LLC Celebrates 25 Year Anniversary!

CDR Companies, LLC celebrates its 25th anniversary in 2023. Established in 1998 as CDR Assessment Group, CDR Companies specializes in assessments, executive coaching and talent development. As a WBENC-certified, women-owned and operated business, CDR has expanded its mission to revolutionize the talent development industry.

“It is hard to believe, yet very exciting, that we have reached 25 years in business,” said Nancy Parsons, President and Co-Founder. “Our vision when we started was ‘to revolutionize leadership’ and we are still on that course though we expanded our focus to transform all talent development and talent management.”

In 1998, Parsons and co-founder Kimberly R. Leveridge, Ph.D., developed the break-through CDR 3-Dimensional Assessment Suite®, an in-depth coaching tool translated to five languages for global clients. The CDR 3-D Suite measures leadership character traits, inherent risk factors for derailment and drivers & rewards. In 2000, they developed the 360 Leader Scan™ multi-rater feedback tool.

CDR works with global leaders to accelerate success by helping to identify and develop their true talent. The executive coaching services for the C-Suite and leaders across all sectors, facilitate strategic executive team development sessions, and offer custom “Authentic Leadership” and “Women in Leadership” workshops. CDR Executive Coaches’ Certification Workshops and advanced coaches’ programs are offered for external and internal coaches and consultants.

CDR transformed in 2020 by launching CDR-U Coach, the first of its kind digital avatar coaching platform providing individualized feedback and development for **all** employees. In 2022, CDR-U Coach was awarded the international [Gold Star Winner](#) of “Best New Product” by the Stevie Awards for Women in Business and was recognized at the Houston Business Journal Innovation Awards.

CDR-U Coach provides personalized feedback to users based on the results of the most in-depth assessments available today. With rich data source, predictive results and complex algorithms, CDR-U Coach provides an experience for users with no two users having the same feedback – it is *that* personalized. There are two developmental planning modules and in 2022 a STEM Fit Review was added. This is a scalable solution to assessment and coaching that can reach all levels of employees and the data can then be used for enterprise-wide solutions such as succession planning, custom training designs and more.

In 2021, CDR Companies, LLC was formed to consolidate companies, while retaining the brands, with an investment team and with Parsons serving as CEO and President and Christine Klatt serving as VP of Operations and Client Services and partner.

“In these 25 years, we have much to celebrate, including the expansion of our vision to a transformation of how talent development is accomplished. Because traditional approaches are not working,” said Parsons. “What continues to excite us is the client feedback we receive and how our tools and services change lives and business success.”

To celebrate the 25th year milestone, Leveridge will be joining Parsons for CDR Live on March 28 which will stream live on LinkedIn and be shared on Youtube.

About CDR Companies, LLC

Globally recognized for executive and leadership coaching founded on the scientifically validated CDR 3-D Assessment Suite, CDR Companies provides a complete range of talent development and talent management services. During the 25 years of business and innovation, CDR-U Coach was launched. A Stevie Award winning digital avatar coaching system that gives everyone access to an accurate assessment, professional development and an action-oriented plan – from executives down to individual contributors anytime, anywhere.

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