

The Science & Credentials behind the  
CDR 3-Dimensional Assessment Suite<sup>®</sup>

Revolutionizing Leadership and  
Talent Development



Licensed and offered by:

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**OKLAHOMA CITY UNIVERSITY**

# The Science & Credentials of CDR ASSESSMENT GROUP, INC.

*Revolutionizing Leadership & Talent Development*

## CDR Assessments

### **CDR 3-Dimensional Assessment Suite<sup>®</sup>**

- CDR Character Assessment
- CDR Risk Assessment
- CDR Drivers & Rewards Assessment
- Reports available: full interpretive developmental, staffing/selection, team, succession planning, and more available in five languages.

### **360 Leader Scan™**

- Multi-rater leadership performance and development instrument containing approximately 80 items, 10 core competency areas, includes statistical and narrative input

### **Executive Team Performance Forecast™**

### **Strategic Team Analysis**

### **Surveys, Research and Custom Products**

## Our History & Founders

**CDR ASSESSMENT GROUP, INC.** was formed in 1998 by Nancy E. Parsons and Kimberly R. Brinkmeyer) Leverage, Ph.D. Parsons brings a highly accomplished track record in human resources management, organizational/ leadership development, and assessment applications experience to the partnership. Brinkmeyer, with her doctorate in industrial/organizational psychology, adds her technical depth and client services expertise to the team, specializing in personality and performance assessment measures. Together, they bring over 40 years of leadership and consulting experience.

### The CDR 3-Dimensional Assessment Suite®

We find—and the research strongly supports—that leaders tend to lack the clarity and personal objectivity needed to develop and perform most effectively. This means that leaders spend a lot of time trying to develop the wrong things or having difficulty honing in on what matters most.

Our revolutionary tool, the **CDR 3-Dimensional Assessment Suite®**, enables executives and leaders to dig deeper “beneath the surface” than traditional instruments and observations, beginning with an inside-out focus on: character, risk factors that can derail their effectiveness, and drivers and motivational needs. This helps executives accelerate progress through accurate impactful development plans. The **CDR 3-D Suite** provides unique insight into a leader’s key strengths and development needs in the areas of:

**CDR Leadership Character Assessment** - reveals individual distinctions and measures leader acumen, vocational suitability or “best fit” roles, emotional intelligence, key strengths, and potential gaps or short sides.

**CDR Leadership Risk Assessment** – measures and describes inherent risk factors and related behaviors that can erode performance and lead to derailment. Gone unchecked, these “risks” can drive even the most promising careers off track.

**CDR Drivers & Rewards (Personal Motivation)** – describes a person’s degree of need (and aversions) for specific types of work, rewards and recognition, the optimal work environment and culture preferred.

Performance behaviors are visible to people, but the reasons behind them and the motivations for them are not observable. The **CDR 3-D Suite** describes individual propensities and provides a view of the “whys” behind these behaviors. This information sets the stage for more effective leader development, employee selection, succession planning, team building, and other key talent deployment and development initiatives.

### Advantages with the CDR 3-Dimensional Assessment Suite®

**Velocity.** Clients report shaving 1.5 to 2 years off of the normal development cycle time. Fast-forwards development by immediately showing a clear-cut path to best leverage strengths, plan for development, and to neutralize risks and vulnerabilities. From day one, coaches and clients hit the ground running.

**Accuracy & Scope.** No other tool comes close to specifically pinpointing the individual traits that define performance strengths, talent, gaps, risks, and motivation.

**No Spin. *We don’t teach fish to fly*** because we reveal the authentic inherent capabilities, traits, risks, and needs. The results are straight-forward, hard hitting and accurate. There is no sugar coating or clever language to disguise the results.

**Provides Root Cause Insights.** Explains, in detail, why behaviors manifest in the ways that they do. 360s do not measure this, nor do most assessments or styles inventories. While the 360 is important to provide the performance observations and perceptions of others, these describe what and how performance is observed, not the “why’s” behind the behaviors as does the CDR 3-D Suite.

**Measurable Results.** The CDR 3-D Suite was developed by correlating results to actual performance data. ROI is easily determined by capturing pre- and post-use performance to confirm bottom line benefits.

**Developed to Predict Performance.** The 3-D Suite takes the guesswork out of how someone is likely to perform.

**Easily Linked with Key Leader Competencies.** The CDR 3-D Suite measures are ideal to link to leader competencies. We have made this linkage for many clients, including the Department of Defense where we have developed algorithms to link to the Executive Core Qualifications (ECQs).

**Multiple Applications.** Provides an exceptional value as the results can also be used for a wide ranges of HR & talent development applications (without the need to retest) such as: **succession planning**, selection strategic team development, staffing and promotional decisions, incentive program design, human capital analysis, **leadership development action plan development, training needs analysis**, and more -- making CDR tools an exceptional value. The illustration below depicts the numerous applications of the CDR 3-D Suite.



**The Science.** These tools are scientifically valid, conform to EEOC Guidelines, and are EEO neutral (having no adverse impact), and are linked to job performance. The normative database on these three assessments **exceeds half a million working adults.**

**Diversity Friendly.** This is an objective way to measure diverse talent. Results are race and gender neutral equipping clients to identify and develop natural, and sometimes overlooked, talent.

**Ease & Cost Effective Feedback.** Because of the strength, accuracy and specificity of results, as well as the certification process for coaches, most coaching feedback sessions are conducted by telephone. The leader can quickly complete the CDR 3-D Suite in an hour or less.

**Exceptional Service.** – Online tools provide worldwide delivery with 5 languages available. Assessment developers/experts are onsite service providers and are accessible so clients do not talk with account or sales representatives.

**Strategic Tools.** CDR 3-D Suite reveals what talent exists so that one's capability can be productively developed and managed. Without CDR insights -- talent gaps, lopsidedness, damaging risk clusters, and underutilization can ruin even the best laid plans.

**Flexibility and Adaptability.** We provide a variety of report formats for various applications and will also develop custom client reports.

**Confidence & Quality.** A comprehensive coaches' certification process is available for internal and external consultants.

### **The 360° Leader Scan™**

The **360° Leader Scan™** is a robust multi-rater feedback tool that allows those impacted by a leader's performance to provide candid, relevant feedback. With this tool, leaders get a reading on how their performance, behaviors, and communication impact others. The **360°Leader Scan™**

- ✦ gets straight to essential perspectives about a leader's performance,
- ✦ is not full of fluff or watered-down with neutrality or ambiguity,
- ✦ has just the right mix of narrative feedback and statistical rating (qualitative ratings converted to numerical) data,
- ✦ contains detailed items within 14 distinctive leader competency categories (with about 80 items) and can be customized to client (including federal government) competencies,
- ✦ links to the CDR 3-D Suite for ideal leader development action plan preparation
- ✦ collects narrative feedback on each competency to improve leader clarity
- ✦ is a **must have** tool for action planning and leadership development.

The **360° Leader Scan™** stands ready to administer. While we do offer an array of customization services tailored to specific client needs, this robust online 360° tool is ideally designed to focus on competencies imperative for today's leaders. This exceptional tool has just the right mix of narrative and statistical data to provide straight-forward results for managers to begin developing impactful action plans.

## Market & Competitive Distinctions

- 1<sup>st</sup> Assessment in Market (1998) to define and identify Leadership Risks for Derailment
- CDR 3-D Suite more accurate and comprehensive measuring leader characteristics than ANY on the market, most coaches/consultants rely on 360s alone – or external observations—*an insufficient approach!*
- 360 Leader Scan designed to correlate to 3-D Suite
- Online tools providing quick worldwide delivery
- Scale – can handle small and large-scale assessment and coaching projects
- Because of the strength, scope and accuracy of the CDR 3D Suite, feedback coaching can be conducted in-person or by phone to save travel time and expenses
- Certification process allows for rapid / immediate expansion
- Research & Development Edge
- Flexibility / Adaptable / Customization Available
- Distance Learning Options available
- Assessment developers are onsite service providers – “accessible” knowledge experts

## Partial Listing of Organizations Which have Utilized CDR Assessments

**CDR Assessments and services have been used for projects for all levels of leadership within the private and public sectors.**

<ul style="list-style-type: none"> <li>▪ The Department of Defense (OUSD AT &amp; L)</li> <li>▪ U.S. Army (Ft. Sill)</li> <li>▪ The Department of Homeland Security – Transportation Security Authority</li> <li>▪ Janssen Pharmaceutica</li> <li>▪ Rexall, Inc.</li> <li>▪ Petsmart</li> <li>▪ C. R. Bard</li> <li>▪ Sunoco</li> <li>▪ Sunoco Logistics</li> <li>▪ Ortho McNeill</li> <li>▪ Cinch</li> <li>▪ Central Transport International</li> <li>▪ Oneok</li> <li>▪ Boston Scientific</li> <li>▪ The University of Oklahoma – Department of Continuing Education</li> <li>▪ American Express</li> <li>▪ Nomura</li> <li>▪ ConocoPhillips</li> <li>▪ Smart Brief</li> <li>▪ Byers Creative</li> <li>▪ Therapy Works</li> </ul>	<ul style="list-style-type: none"> <li>▪ Intuitive Surgical</li> <li>▪ Explorer Pipe Line Company</li> <li>▪ Sappi Fine Paper</li> <li>▪ Follett Educational Services</li> <li>▪ Missouri Dental Association (MDA)</li> <li>▪ Hewitt &amp; Associates</li> <li>▪ White Hen Pantry</li> <li>▪ University of Pennsylvania – Medical Center</li> <li>▪ Anheuser-Busch, Inc.</li> <li>▪ SouthCentral Foundation</li> <li>▪ Alaska Native Tribal Health Consortium (ANTHC)</li> <li>▪ AHTNA</li> <li>▪ Cardima</li> <li>▪ Cascade Partners</li> <li>▪ MMRF</li> <li>▪ Illinois State University – Katie School of Insurance &amp; Finance</li> <li>▪ WaWa, Inc.</li> <li>▪ Weston Foods</li> <li>▪ Corondelet</li> <li>▪ Americas Styrenics</li> <li>▪ GEA Group</li> <li>▪ Luxa Enterprises</li> </ul>	<ul style="list-style-type: none"> <li>▪ CP Chemical Company</li> <li>▪ Humana</li> <li>▪ Endologix</li> <li>▪ Americas Styrenics</li> <li>▪ Cox Communications</li> <li>▪ Daimler-Chrysler</li> <li>▪ Missouri State University – Management Development Institute (MDI)</li> <li>▪ Columbia Gas Transmission</li> <li>▪ Colliers Seeley</li> <li>▪ Banner Health Care</li> <li>▪ Best Buy, Inc.</li> <li>▪ BusinessWeek</li> <li>▪ Chubb &amp; Son</li> <li>▪ Lehman Brothers</li> <li>▪ A &amp; E Television</li> <li>▪ Intracorp</li> <li>▪ U.S. Dept. of Treasury, U.S. Mint</li> <li>▪ Williams Energy</li> <li>▪ Hewlett Packard</li> <li>▪ MasterCard</li> <li>▪ Bank of America,</li> <li>▪ Chinowth &amp; Cohen Realty</li> <li>▪ and more.</li> </ul>
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