



PERSONNEL
DECISIONS
INTERNATIONAL

REAL LEADERSHIP ADVANTAGE™

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PERSONNEL DECISIONS INTERNATIONAL ANNOUNCES NEW WORLDWIDE LEADERSHIP COACHING GROUP

MINNEAPOLIS (June 8, 2005) – Lowell Hellervik, CEO and Chairman of Personnel Decisions International (PDI), today announced the formation of PDI's Worldwide Leadership Coaching Group, focused on coaching leaders and emerging leaders around the world. "Consistency and scale are important for our global clients," said Hellervik. "In a world of rapid change and competition, PDI helps even high-performing leaders to scale up their performance. We can now cascade leadership development across global enterprises to identify and develop high-potential employees, on-board new executives, and create a talent map for any organization. As a CEO, I know firsthand the importance of developing talent companywide. Creating a leadership pipeline is critical for succession planning, retention, and organizational versatility. We have been in the business of coaching for over 25 years; now the deployment of a new worldwide leadership coaching group underscores PDI's commitment to this important field."

Executive coaching pioneers head new worldwide group

David B. Peterson, Ph.D., the leader of this new group, is recognized internationally as a leader in the coaching field and author of the best-selling books *Leader As Coach* and *Development FIRST*. Bobbie Little, M.A., another coaching pioneer who was recently named as one of the top 50 coaches in the U.S. (*The Art and Practice of Leadership Coaching* by Howard Morgan, Phil Harkins, and Marshall Goldsmith), will report to David, along with Susan Mecca, Ph.D., and Barbara Lavery, Ph.D., master coaches who will be responsible for worldwide coaching quality and talent management.

Scope and scalability

In 1981, PDI was the first organization to offer a standardized coaching program, as well as the first company to offer coaching as a stand-alone service. PDI has expanded both the number of coaches and the range of coaching services. As Hellervik notes "We are unique in the coaching industry. PDI has over 130 coaches worldwide who are full-time consultants. Unlike many coaching networks that rely on external adjuncts, PDI has a committed team of executive coaches who combine expertise in human behavior with business acumen and experience. This range of talent enables us to offer coaching for C-suite executives and board members, on-boarding coaching for newly promoted leaders, and coaching for high potentials. We have coaches who specialize in working with women leaders and others who are bi-lingual or specialized in a particular industry. For large-scale projects, we have consultants and project managers to ensure smooth implementation and tracking." Each coach must be certified in PDI's coaching methodology, which focuses on identifying critical areas for development, as well as implementing and sustaining new behaviors.

With its network of 28 worldwide offices, PDI offers global reach and a consistent approach. As a provider of scalable coaching solutions, PDI can uniquely offer central coordination and a single point of contact for managing a large group of coaches. For enterprise-wide coaching projects, PDI provides client management, tracking of group results, and ongoing consulting.

Metrics are key and ensure clients can measure change

PDI designed one of the first processes (Time2Change™) proven to measure change after coaching has taken place. Key stakeholders (boss, peers, direct reports, and sometimes customers) are included from the beginning of the coaching process and again at completion to measure results.

Written action plans create a roadmap to measure progress and are customized to reflect development goals within each individual's business context. Behavior change is made through real-life assignments designed to provide insight, practice, and sustained change.

Research shows PDI's impact

PDI has conducted more research on coaching than any other organization, conducting the most comprehensive study ever done on actual coaching outcomes (Peterson, 1993; see also: Peterson, 2002 and Peterson & Kraiger, 2004).

In fact, PDI is the only organization that can say with confidence that its coaching process:

- is three times as powerful as other training methods.
- results in sustained improvement, even two to three years later.
- provides tangible organizational benefits, including stronger leadership and interpersonal skills, enhanced communication, and improved emotional intelligence.

Recognized as a world leader in coaching

27 of the 2005 *Fortune* 50 companies use PDI coaches.

Renowned for its expertise in leadership competencies and managerial effectiveness, PDI possesses a deep understanding of what it takes to be successful in organizations, reflected by its authorship of the best-selling *Successful Manager's Handbook* and *Successful Executive's Handbook*.

PDI is the only organization whose coaching program has been recognized by Dan Goleman's Consortium for Research on Emotional Intelligence in Organizations as a model program for best practices in coaching. This recognition required meeting 22 different criteria, including a positive and collaborative approach toward participants, research on the effectiveness of offerings, and the use of theoretically and empirically grounded models to guide the coaching practice. The bottom line for clients is that PDI coaches are uniquely poised to meet the challenge of integrating valuable individual coaching while meeting the demands of the organization's strategic talent management initiatives.

Thought leadership, global execution scale, and strategic talent management integration are the reasons why more and more of the world's leading organizations are turning to PDI's Worldwide Leadership Coaching Group when seeking a leadership advantage.

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About PDI (Personnel Decisions International)

Personnel Decisions International (PDI) is a global human resources consulting firm with distinctive expertise in building leadership talent that provides real competitive advantage. With over 600 teammembers in 28 offices around the globe, we partner with the world's leading organizations, enabling them to make consistently effective decisions about leaders.

Using field-tested strategies, systems, and tools that are unique in the industry — we help clients identify, develop, and deploy superior leaders. Our aim is simple — the well placed confidence that your current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance.

For more information, contact PDI client relations at 920.997.6995 (in the U.S. 800.633.4410) or visit PDI's Web site at www.personneldecisions.com.

References

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