



# DDI Reference Points

## Who we are. What we do.

DDI was founded in 1970 by industrial/organizational psychologists William C. Byham, Ph.D., and the late Douglas W. Bray, Ph.D. Over the past four and a half decades, we've dedicated ourselves to the science and practice of leadership, bringing to life innovative ideas that have changed the way organizations find, grow, and inspire leaders.

Every day, we work side by side with clients from around the world to build a sustainable pipeline of leaders to meet business needs, today and in the years ahead. Our people are passionate about your solution because we know—unequivocally—that better leaders lead to a better future.

Our solutions reflect these four areas of expertise:

**Leadership Strategy**—Elevate leadership as your number one business priority with an integrated 5-point plan.

**Leader Selection**—Create a roadmap and tools to hire and promote the leaders your organization needs.

**Leadership Development**—Develop leaders who achieve consistent, long-term behavior change to support your business strategy.

**Succession Management**—Accelerate your next generation of senior leaders by identifying and preparing the right people for your most challenging future scenarios.

## > Why DDI

### The People Experience

The No. 1 reason clients love working with DDI? Our people. Your DDI partners apply focus, passion, and a relentless drive to co-create solutions that are unique to your organization and aimed squarely at achieving the results you need to succeed.

Our people—your partners—are part scientist, part solution architect, delivering the research-based rigor we've built our reputation on, coupled with the flexibility, innovation, and insight needed to build a solution that is truly yours and measurably impactful.

### The Solution Experience

We know from nearly five decades of diagnosing and developing leaders that catalyzing, compelling experiences create lasting, meaningful behavior change and better business results. That's why your solution—whether face-to-face or virtual, assessment or development or the powerful synergy of both—is designed to engage your leaders and show them how what they learn about themselves and what it takes to be an effective leader applies directly to what they are responsible for impacting in your organization.

### The Global Experience

Developing leaders who need to operate in one country is tough. Building leaders ready to span geographies and cultures exponentially raises the stakes and complexity.

We're built for this. Our 1,100 people operate across 93 countries. We're ready—wherever you are—to break down this global challenge into local wins, adapting your unique solution to the cultural nuances of your leaders around the world.

## > Our Clients

DDI has worked with organizations in every industry, including manufacturing, healthcare, finance/insurance, aerospace, pharmaceutical, technology, telecommunications, and consumer goods and services.

### Loyal, Top-Tier Clients

- 50 percent of the most recent Fortune 500.
- Nearly half of organizations listed among Fortune's "100 Best Companies to Work For."
- Many of the FTSE 500, as well as the European operations of numerous global organizations, such as BP, ING, Panasonic, Rabobank, and Reuters.

### Global Presence Across 93 Countries

- 31 Acceleration Centers® and 24 training facilities.
- Our programs have been translated into 21 languages, including French, Japanese, Spanish, German, Cantonese and Mandarin Chinese, and Bahasa Indonesian.
- Our work with clients who operate worldwide constitutes around two-thirds of our business.

### Client Successes

DDI partners with clients to successfully develop leaders around the world. Find out more as clients tell their [success stories](#) of best practices, lessons learned, outcomes, and more.

## > Global Strategic Partnerships

Below are our Strategic Alliances and Content and Technology Partners. For a full list of Integration Partners, please click [here](#).

### Strategic Alliances



Saba and DDI partner to provide clients with DDI's robust competency and development content within Saba's powerful assessment and development solutions, enabling organizations to create an engaging employee experience that supports growth and provides measurable impact on performance.

Saba provides talent development solutions used by thousands of leading organizations worldwide to transform talent, improve the employee experience, and drive growth, innovation, and productivity.

### Content & Technology Partners

#### Development

**Cornerstone On Demand**—Enabled Cornerstone to resell our web-based training courses for utilization on their platform.

**Mindmarker**—Partnered with MindMarker to offer their unique reinforcement technology and timeline content as part of our leadership development solutions.

#### Testing

**Findly**—Offers their Skills Tests as part of our pre-employment assessment offering.

**FurstPurson**—Offers their Customer Service simulations as part of our pre-employment assessment offering.

**HireVue**—Enabled our *Targeted Selection*® customers to access *Targeted Selection*® content within the HireVue Interviewing System.

**Oracle/PeopleSoft**—Partnered with Oracle by ensuring our content and technology seamlessly integrate into their Talent Management offering.

**Randstad Sourceright**—Partnered with Randstad Sourceright to offer our assessment content to their clients for use in their RPO delivery.

**Ramsay Corporation**—Partnered with Ramsay to offer their technical testing content in conjunction with DDI pre-employment testing.

## > Innovation

Staying ahead of change in our industry and markets, DDI invests twice the industry average in research and development. Significant innovations include:

### Assessment and Testing

- Pioneered the use of assessment centers to help companies make more accurate hiring and promotion decisions. Introduced *Acceleration Centers*<sup>®</sup> (modern assessment centers), offering executive leadership assessment programs to help companies identify and accelerate the growth of senior leadership talent. Today we maintain a network of 31 *Acceleration Centers*<sup>®</sup> across four continents.
- *Leader3 Ready*<sup>®</sup> is a virtual assessment designed to help identify, select, and develop the right leaders using talent intelligence about mid-level leaders to emerging executives.
- *Manager Ready*<sup>®</sup> is a breakthrough online behavioral assessment for frontline leaders that provides the accuracy and depth of insight of an assessment center and guides organizations to insightful selection and development decisions at a fraction of the cost.
- *Assessing Talent: People Leader*<sup>®</sup> is a web-delivered behavioral assessment program used to evaluate the potential and readiness of leaders.
- *Leadership Mirror*<sup>®</sup> is a web-based multi-rater system.
- *Targeted Feedback*<sup>®</sup> is a new multisource approach designed to accelerate behavior change. By focusing on an individual's top three strengths and top three growth areas, it energizes development. *Targeted Feedback*<sup>®</sup> and *Leadership Mirror*<sup>®</sup> have been integrated into one robust personal and professional development system.

### Selection

- Developed as the first behavioral selection system and interviewer training program, *Targeted Selection*<sup>®</sup> allows organizations to be more successful in hiring the right people. *Targeted Selection: Access*<sup>®</sup> a powerful candidate selection automation tool, was added to help managers hiring hundreds or thousands of workers make better decisions faster.
- *Success Profiles: Navigator*<sup>®</sup> is an award-winning software platform that automates job analysis, enabling you to create a holistic *Success Profile*<sup>SM</sup> for the job families in your organization. A *Success Profile*<sup>SM</sup> incorporates competencies, personal attributes, knowledge, and experience.

### Training

- *Business Impact Leadership*<sup>®</sup>: *Mid-Level Series* (BIL: MLL) is a group of high-impact courses specifically designed to drive strategy execution. *Business Impact Leadership*<sup>®</sup>: *Senior-Level Series* (BIL: SLL) creates learning experiences for executives that link directly to business needs.
- *Interaction Management*<sup>®</sup> (*IM*<sup>®</sup>) is the world's first commercially available leader training program based on behavior modeling. *IM*<sup>®</sup> meets the dynamic training needs of today's complex, fast-paced workplace by integrating the newest technology in leadership development, including mobile support, application tools, manager support, and built-in measurement.
- *Virtual Classroom* is a highly engaging, online delivery method for the award-winning *IM*<sup>®</sup> content.
- *Microcourses* are short bursts of online learning on 70+ skills and topics.
- *Simulations* are virtual skills practice for real-world situations.

Dive more deeply into the kind of impact DDI's innovations and market leadership can have on your organization with [Numbers That Count](#).

## > Significant Books Published

Visit the [DDI Bookstore](#) for additional information.

- *Leaders Ready Now* (Matt Paese, Ph.D., Audrey Smith, Ph.D., and William C. Byham, Ph.D.; 2016)
- *Your First Leadership Job* (Tacy Byham, Ph.D. and Richard Wellins, Ph.D.; 2015)
- *SPARK! How the Science Behind DDI Transforms Lives In & Out of the Workplace* (Nikki Dy-Liacco, Nancy Fox, and Robert W. Rogers; 2012)
- *Leadership Success in China: An Expatriate's Guide* (William C. Byham, Ph.D., Yue-er Luo, Ph.D., and Erik Duerring; 2008)
- *70 The New 50: Retirement Management: Retaining the Energy and Expertise of Experienced Employees* (William C. Byham, Ph.D.; 2007)
- *Realizing the Promise of Performance Management* (Robert W. Rogers; 2004)
- *Grow Your Own Leaders—How to Identify, Develop, and Retain Leadership Talent* (Matthew Paese, Ph.D., Audrey Smith, Ph.D., and William C. Byham, Ph.D.; 2002)
- *HeroZ®—Empower Yourself, Your Coworkers, Your Company* (William C. Byham, Ph.D., and Jeff Cox; 1994)
- *Inside Teams: How 20 World-Class Organizations are Winning Through Teams* (Richard S. Wellins, Ph.D., William C. Byham, Ph.D., and George Dixon; 1994)
- *Zapp!® The Lightning of Empowerment* (William C. Byham, Ph.D., with Jeff Cox; 1988)

## > Major Research

DDI's Center for Analytics and Behavioral Research has conducted research to advance thinking and uncover trends and issues in areas such as hiring, leadership development, and innovation. Significant research studies include:

- [Global Leadership Forecast 2018: 25 Research Insights to Fuel Your People Strategy](#) (2018)
- [Diversity Leaders: How Top Organizations Are Growing Strong with Women in Leadership](#) (2018)
- [The Science of Selecting High-Performing Leaders](#) (2017)
- [Proof That DDI's Leadership Development Pays Off : 40+ years of research on the impact of Interaction Management®](#) (2017)
- [High-Resolution Leadership: A Synthesis of 15,000 Assessments into How Leaders Shape the Business Landscape](#) (2016)
- [Divergent Views/Common Ground: The Leadership Perspectives of C-Suite Executives and Millennial Leaders Executive Summary](#) (2016)
- [Global Leadership Forecast 2014 | 2015: Ready Now Leaders: Meeting Tomorrow's Business Challenges](#) (presented by DDI and The Conference Board)
- [Global Selection Forecast 2012: Know More. Guess Less.](#) (conducted in partnership with Oracle)
- [Lessons for Leaders from the People Who Matter](#) (2012)
- [Creating the Conditions for Sustainable Innovation: The Leadership Imperative](#) (in partnership with LUMA Institute) (2011)
- [Strengthening the Middle](#) (2011)
- [Leading Singapore: A Snapshot of Leadership Readiness](#) (2011)
- [Holding Women Back: Troubling Discoveries and Best Practices for Helping Female Leaders Succeed](#) (2009)
- [Growing Global Executive Talent: High Priority, Limited Progress](#) (conducted by the Economist Intelligence Unit on behalf of DDI) (2008)

## > Continuing Education & Professional Certifications

Many DDI programs have received special certifications to meet organization- and learner-specific needs. Organizations certifying DDI courses include:



**Human Resource Certification Institute (HRCI)**—HRCI is an independent non-profit organization dedicated to advancing the HR profession by developing and administering best-in-class accredited certifications.



**Investors in People Accreditation**—DDI UK—Investors in People (IIP) is a nationally-recognized IIP which provides a practical framework for improving business performance and competitiveness through good practices in human resource development.



**Society for Human Resource Management (SHRM)**—SHRM is the leading provider of resources to serve the needs of HR professionals and advance the professional practice of human resource management.



**LERN (Learning Resources Network)**—serves 9,000 HR professionals and is the world's largest association in continuing education and lifelong learning.



**University of Phoenix**—helps working adults move efficiently from education to careers by offering campus and online degree programs, certificate courses, and individual online classes.

Want additional details? Learn more about [professional certifications](#).

## > Awards

### DDI has won numerous awards for product excellence and technological innovation:

- In partnership with Cardinal Health, DDI won a Gold Award for Best Advance in Leadership Development from Brandon Hall Group for the program “Pipeline Approach to Leadership.”
- DDI was named to the 2017 Top 20 Assessment and Evaluation Companies list and the 2018 Top 20 Leadership Training Companies by TrainingIndustry.com.
- DDI Malaysia was named the Best Succession Planning Consultant by *Human Resource Magazine* Malaysia. DDI also received the Silver award in the Leadership Development Consultant category. (2016)
- [Market Analyst Kennedy named DDI #1 Leadership Development Provider](#) (2016).
- *Business Impact Leadership*® was recognized as a top Best Experienced/Senior Leaders program by HR.com’s Leadership Excellence Awards (2016).
- TrainingIndustry.com named DDI one of the “Top 20 Leadership Training Companies” for the seventh year in 2016.
- *Human Resources* magazine named DDI-Asia/Pacific International (DDI) Best Succession Planning Consultant and gave the Silver Award for Best Leadership Development Consultant (2015).
- HR professionals in Singapore voted DDI-Asia/Pacific International (DDI) as one of the top three preferred management training providers according to *Human Resources* magazine’s Vendors of the Year (2014).
- DDI was awarded first place in Large Leadership Partners and Providers category for HR.com’s Leadership 500 Excellence Awards (2014).
- DDI was named one of the top “Best Medium-sized Companies to Work for in America” by the Society for Human Resource Management, the Great Place to Work Institute, Inc., and Entrepreneur® (2014, 2011, 2010, 2009).
- HRoot’s *Human Capital Management* magazine awarded DDI China “Best HR Consulting Service Provider in China” (2014, 2013).
- DDI earned the “Top Recommended Training Company Award 2011” from the HR Association in China.
- DDI was awarded the silver Chief Learning Officer’s Learning in Practice Award for Excellence in E-learning (2011).
- DDI earned Top New Training Product of the Year honors from *Human Resource Executive* magazine (2011, 2008, 2004, 1998, 1995, 1994, 1991).
- Bersin & Associates recognized DDI as a top leadership development provider (2008).
- Modern Healthcare named DDI one of their “20 Largest Healthcare Management Consulting Firms” (2006).

## > Caring for the Environment

Because DDI is committed to minimizing our impact on the Earth, we have been taking steps to implement responsible environmental-conservation practices across the company. Our strategy focuses on several key areas: proactive recycling and use of recycled materials, the efficiency of our buildings and production processes, and smart product design. Find out more on how DDI is [caring for the environment](#).

## > Sparking Change in Our Communities

With 42 offices in 26 countries, DDI is in a position to positively impact many communities. Whether organizing fundraisers to support major charitable organizations, sending a group of employees to present gifts to orphans, or providing complimentary leadership training through our [U-SPARK program](#), DDI and its employees give back in many ways. And, on top of our company-based initiatives, a staggering number of employees are personally involved in a wide range of initiatives. Here is a sampling of DDI's commitment to our communities:

### **DDI-sponsored initiatives:**

- United Way (USA)
- American Cancer Society (USA)
- New Choices/New Options program to help distressed people transition back to the workforce (USA)
- Dress for Success (USA)
- Leadership Pittsburgh (USA)
- Operation "Thinking of You" (USA)
- Pro Bono services to East Berkshire Women's Aid to help victims of domestic abuse (UK)
- Comic Relief (UK)
- Slough Business Community Partnership (UK)
- Hogar de la Misericordia children's shelter (Mexico)
- Reforestamos Mexico (Mexico)
- Hogar Arco Iris de Jesus children's shelter (Mexico)
- Casa Hogar Pas children's shelter (Mexico)
- Fundraising for victims of the Victorian Bushfire tragedy (Australia)
- Volunteer for local orphanage (India)

### **Of their own accord, DDI associates:**

- Support hunger relief locally and in Haiti
- Raise awareness of and support prevention of child abuse
- Visit senior care homes and orphanages
- Volunteer for the Crohn's and Colitis Foundation
- Donate professional expertise to Urban League of Pittsburgh
- Raise funds to feed Bangladeshi refugees
- Give time as Big Brothers, Big Sisters and mentors
- Support local rotary clubs
- Raise funds for cancer care and research
- Volunteer time for synagogue and church youth groups
- Coach special needs sports
- Tutor immigrants to the US in English
- Volunteer for grassroots community clean-up programs
- Serve on the boards of non-profit organizations dedicated to the arts, at risk youth, and conservation
- Fundraise and volunteer for animal welfare and rescue organizations
- Volunteer for Habitat for Humanity



U-SPARK! is a program in which we award up to 50 grants each year to DDI certified facilitators (Interaction Management, Targeted Selection, Business Impact Leadership). Facilitators can use DDI training materials with a non-profit of their choice and we will supply the materials, free of charge.

### **CONTACT US**

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