

29 January 2014

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Know Your Strengths  
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Phil.

As my consulting practice celebrates its twentieth year anniversary, I am especially mindful and appreciative of the knowledgeable, enthusiastic and highly-responsive professional support you have provided for me and my clients since 2007.

When we first met I had been using diverse strengths profiling tools - most notably Myers-Briggs, DISC and Gallup StrengthsFinder – with adequate yet rather short-lived impact for leadership, business and organizational development.

From the moment I first introduced PDP tools, however, I noticed an immediate step-change in my clients' initial reception of their strengths profiles and longer-term utilization of PDP data for ongoing reflection, adjustment and professional growth.

I have now administered more than 1,000 PDP reports for leaders of large, mid-size and small or start-up firms throughout the world. Without exception, all of these reports have been accepted and appreciated by clients as highly-credible and invaluable references for individual development, teambuilding and strategic assignment or recruitment of new leaders.

Quite simply, the suite of PDP tools are easy, quick and reliable to administer and the PDP reports themselves are accurate, understandable and rich with information to guide substantial and sustained coaching, leadership development, strategic hiring and change management projects.

In my own practice, I am proud and privileged to be a trusted coach to senior leaders at Alexion, BHP Billiton, Boston Scientific/Guidant, Genzyme/Novartis, HYDER Consulting, KBR, M+W Group, and SKANSKA while also consulting to smaller, entrepreneurial start-ups and VC funded businesses such as Concordia Fibers, TECOMET, InspireMD and Tryton Medical. For all of these IRIS Learning clients, PDP has been an invaluable tool that is helping accelerate and advance their organizational capabilities and commercial performance.

Thank you, Phil, for your ongoing assistance, support and encouragement for profitable growth of my practice. Your own coaching and 24/7 support to me while learning and using these PDP tools has been extraordinary. Wishing you a prosperous 2014 and looking forward to continuing to strengthen our collaboration in the years ahead!

A handwritten signature in black ink, appearing to read "B Cooke".

Brian Cooke