



## Assessment Certification Workshop

Gaining credentials in CCL's suite of 360 assessment tools gives executive coach Amy Reece new skills for her high-level work.

**Amy Reece**  
CEO, Leaderview

It took a little professional nudging for Amy Reece to decide to attend the Assessment Certification Workshop. "I have a corporate client who is using 360 BY DESIGN® for some of their officers, and they really wanted me to help," says Reece, founder and CEO of Leadereview, a management consulting business based in San Rafael, California. "So I figured I was honor-bound to become certified."

Though learning how to administer the customizable 360-degree feedback tool was Reece's primary motivation, being introduced to CCL's entire Assessment Suite (which includes Benchmarks®, Executive Dimensions® and Prospector®) opened up other opportunities for her.

"I use a variety of assessment instruments in my practice but had not found a 360 I was happy with," she said. "Since CCL® is obviously known industry-wide as the leader in 360s, I was definitely interested in getting a broader perspective of what was available to increase my tool set skills with clients."

Reece termed the Assessment Certification Workshop "a great learning experience ... and a ton of fun – a fabulous combination!"

The two-day workshop blends classroom presentations and hands-on practice sessions. Participants learn about the ongoing research that underpins the validity of the instruments and they discover the most effective ways to use them. This impressed Reece. "The CCL philosophy is really lovely and in the right spirit — using the instruments with absolute confidentiality and to support high-performance efforts. I like the foundation of the data. It's very credible."

With 20 years of management experience (including as CEO of a software company with

"I do quite a bit of coaching with high-performing people who are in a variety of interesting situations, so I was interested in all of the 360 instruments CCL has available. The Assessment Certification Workshop was a great learning experience ... and a ton of fun – a fabulous combination!"

Global 100 clients) before starting her current company about three years ago, Reece is comfortable working at high levels of the corporate world, where she coaches leaders who are working through what she describes as "interesting situations" — such as settling into a new job or corporate culture or meeting a challenging business goal. "That's why I was especially intrigued and wanted to hear more about Executive Dimensions — because I work with top business leaders with a lot of revenue responsibility."

At the CCL workshop, Reece's peers represented a range of experiences and career orientations. "People came in with a lot of different skill levels," she said, "but the staff helped everybody get a grasp on what they needed and how to put it into action — whether this was delivering individual feedback sessions or designing a corporate program. The trainers really knew their stuff and shared their experience freely throughout the workshop."

After those two intensive days of learning and practice, Reece was ready to immediately put her newly earned credentials into use, first with her 360 BY DESIGN client. "I literally put my experience into action the day after the workshop," she said.

For more  
information:

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