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CPP Launches Three-Pronged Professional Services Organization

Leader in workforce development solutions deploys new services to take the guesswork out of personal, professional, and organizational development

Mountain View, CA February 28, 2005 CPP, Inc., today announced the launch of its new Professional Services Organization. CPP Professional Services offers a full range of training, research, and technology services that make it easy for any organization to employ CPP's well-known assessments and related applications as part of a comprehensive training and organization development program.

For almost 50 years, CPP has published assessments and training tools that have helped many thousands of organizations and millions of individuals. And for almost a decade, it has provided cutting-edge online testing and administration. During that time, applications have become much more numerous and technology more complex. CPP's new Professional Services offerings address both the challenges and the opportunities generated by this greater complexity and broader choice.

"Our customers have been asking us for these capabilities for a number of years," comments Jeff Hayes, Co-President, CPP, Inc. "We are now in a position to provide complete, one-stop service delivery that ensures our customers can not only benefit from some of the most established and trusted assessments in the world, but also be confident that they will gain maximum value from these products in the shortest time. Whether customers are dealing with leadership and coaching, team development, career exploration, conflict management, or staff retention needs, our Professional Services team is there to help them improve hiring decisions, reduce attrition, and optimize personal and professional development."

"The Professional Services package is an important strategic opportunity for CPP to become a partner and mentor to our customers," said Hayes. "Instead of just being a vendor, we now can work with our customers to ensure that they can quickly recognize measurable value from their training and development investment."

There are three distinct facets to CPP's Professional Services offerings: Training Services, Research Services, and Technology Services. A customized engagement begins with needs analysis, and the resulting solution definition may entail the use of one, two, or all three of the facets.

As Hayes explains, "Together, CPP's training, research, and technology services allow our customers to receive and provide the training they need, using the products that offer them

the best solution, and with research and technical support that delivers results that can make a real difference to the entire company.”

About Training Services

Training Services are designed to complement an organization’s in-house training and development capabilities. A typical engagement might involve reviewing a portion of the organization’s development strategy, administering selected assessments, conducting interpretation and training sessions, and providing training for administrators and trainers. These services are provided by CPP professionals or by highly qualified partners. One important goal of an engagement is to leave the customer more self-sufficient at the conclusion.

About Research Services

In some cases, research is required for the most effective application of assessment-based training or coaching in an organization, and also for more strategic purposes such as planning organizational growth. With the largest database and most experienced researchers in the field of psychological assessment, CPP’s Research Services team can advise a customer whether and how research can help—and then provide services tailored to the customer’s unique requirements.

About Technology Services

Online administration of assessments and their results is essential for many organizations. For some, CPP’s hosted SkillOne.com solution is perfect, but others need to integrate assessments with an existing Learning Management System or other system. In that case, CPP’s Technology Services can provide the right solution, Whether that solution is based on a customized implementation of CPP Web Services technology, or development of tailor-made reports based on the customer’s own data, Technology Services, can help. With highly experienced, Silicon Valley-based technology experts on staff, CPP can offer customers the best in the business.

About CPP, Inc.

CPP, Inc., is a leading provider of innovative assessments and training tools administered by professionals to meet individual and organizational development needs. Its hundreds of offerings have been used by millions worldwide for 48 years in such applications as leadership development, coaching, team building, retention, and career management. CPP’s research-validated products include the *Myers-Briggs Type Indicator*[®] (MBTI[®]), *Strong Interest Inventory*[®], *Fundamental Interpersonal Relations Orientation–Behavior*[™] (FIRO-B[®]), *Thomas-Kilmann Conflict Mode Instrument* (TKI), *California Psychological Inventory*[™] (CPI[™]) 434, CPI 260[™], and *Parker Team Player Survey* assessments. To learn more about CPP and its assessments, or about the Professional Services Organization, visit www.cpp.com.

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