

# INVESTING IN YOUR TALENT'S GROWTH

*Why should employers sponsor talent development?*



*While most organizations understand the financial and competitive significance of their employees' professional development, over 75% of businesses struggle with building talent capabilities and experience leadership development gaps, according to the Deloitte 2023 Global Human Capital Trends report.*

## COST SAVINGS

The Business Impact of Leadership Development study by Development Dimensions International (DDI) found that organizations who invest in leadership development programs are 13x more likely to outperform their competition in key financial metrics.

## IMPROVE INNOVATION

According to Deloitte and the World Economic Forum, investing in professional development ensures companies remain agile, competitive, and fosters innovation. Likewise, training improves talent capabilities to think outside of the box, set trends, and challenge ideas.

## ADAPTION TO CHANGE

McKinsey & Company emphasizes the importance of investing in employee development to address the challenges of change and technological disruption. Therefore, training helps foster adaptation to these challenges and builds resiliency to change.



## COACH TRAINING BUILDS COMPETENT TALENT

The field of coaching is constantly evolving, with new research, methodologies, and techniques emerging regularly. Accredited training programs, such as Reid Ready's Master Coach Training course, emphasize lifelong learning and professional development, encouraging coaching professionals and leaders to stay abreast of the latest trends and advancements in the field. By participating in our accredited programs, coaches and leaders can enhance their skills, expand their knowledge, and stay competitive in the industry.

## Why Reid Ready®?

Reid Ready® is an accredited coach education provider and a certified MBE/WBE company. Our mission is to provide new and aspiring coaching professionals with evidenced-based coach training, professional support, and opportunities to thrive through powerful education, coaching, assessments, and mentoring. We also create custom programs for organizations to help them upskill, reskill, and develop their talent to meet the demands of a technologically advancing industry.



**We offer  
evidence-  
based, industry-  
approved coach  
training and  
professional  
development.**

- ACCESS TO SUBJECT MATTER EXPERTS**  
Our facilitators and coaches are SMEs in their respective industries. Therefore, we can customize training to support a specific field or work domain.
- EVIDENCED-BASED TRAINING**  
We offer qualified, accredited training programs and coaching services that are supported by the latest research or trends and meet the rigor and quality of industry-expected high standards.
- DIFFERENTIAL IMPACT & CUSTOMIZATION**  
We incorporate assessments, needs analysis, and real-world scenarios in our training programs to ensure we are targeting your company’s business objectives for talent and leadership development. We can also integrate Extended DISC® into your professional development programs.

## WHAT ARE OUR CLIENTS SAYING?

*“I thought Reid Ready’s coach training program was very well organized with practical, real-world instructions for 21<sup>st</sup> century leaders and coaches.” E. Mitchel.*

*“I was able to immediately apply what I learned in the Cultural Sensitivity Coaching program in my job as a people leader and DEIB executive for my company.” D. Trauner.*

*“The master training program was interactive and relevant. I felt quipped to coach my team through change, and more confident in making immediate improvements as our company went through a re-org.” M. Foster*

*“The master coach training course prepared me to obtain my ICF credentials as a professional coach. I had more resources, tools, and practice than I had expected. The program went far above anything I had experienced.” C. Washington*

## COMPANIES/CONSULTING PARTNERS

BetterUp | Maven Health Care | Modern Health | Mind Strategies | ICF Philadelphia | ICF Long Island | JnJ | Teligent | Pfizer

Visit our website [www.reidready.com](http://www.reidready.com) to learn more about our coach training, coaching services, and consulting.