



Coaching & Assessment Services

**Producing positive change that develops
top performers and drives organizational success.**

About ERC

Founded in 1920, ERC makes workplaces great by providing training, HR consulting and support, coaching and assessments, and research services. We offer complete solutions for talent acquisition, development, and retention.

We're the creators and producers of NorthCoast 99, an annual awards program in its 22nd year that honors great Northeast Ohio workplaces for top talent. ERC also sponsors the ERHealth insurance program in Ohio.



Meet Alison Brunsdon
Director, Coaching & Assessment Services

Alison is a strategic, global talent leader

with over 30 years of experience across a variety of industries and HR disciplines. She is an accomplished coach to leaders, teams, and individuals who has the vision and proven ability to drive transformative organizational change.

At ERC, Alison leads a robust coaching and assessments practice that is rooted in current methodologies and concrete research. She develops client relationships and oversees our executive coaching business, as well as our team of trained and certified coaches, who provide local to global service.

Alison also manages ERC's full suite of selection and team-building assessments, using these ability and personality measures to complement our coaching solutions. Assessments provide deeper insight into the growth opportunities for both individuals and organizations.

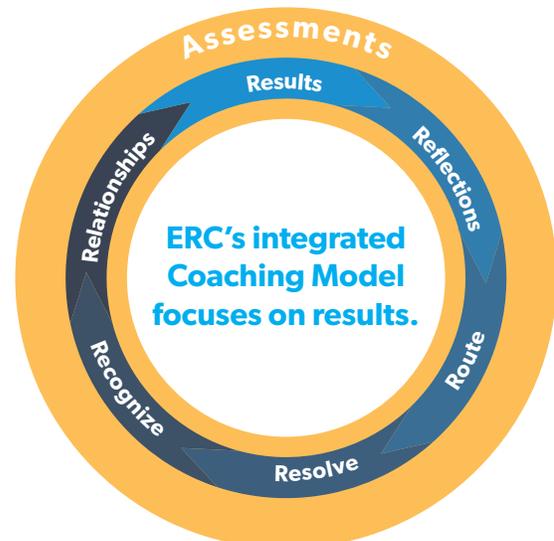
The Best Are Coached & Assessed

Individuals and organizations committed to excellence see the workplace the way an athlete sees the field – as a place they want to do their best. For these top performers, winning isn't just about the final score. It's about focusing on growth, showing up prepared, and achieving positive **results**.

The most successful businesses invest in their people. The most successful people invest in personal and professional development, which causes **reflections**, increases self-awareness, and strengthens **relationships** in and outside of work.

Coaching in the workplace significantly increases the effectiveness of training. It builds individual capabilities and personal ownership of solutions that develop one's full potential. For leaders, it can be the personalized learning they need at their level. Those who seek coaching don't consider their performance to be an issue; they seek coaching as a **route** to advance. They **resolve** to be the best version of themselves at every stage of their career and life.

Smart organizations know that if their people are thriving, so are they. That's why they support individual and group coaching at all levels of the business. That's also why they encourage ability and personality assessments to provide greater insights, accelerate coaching, and produce breakthrough change.



Coaching Services

Whether formal or informal, coaching is a partnership that provides a safe environment for open, honest questions and discussion. The result is positive individual change through introspection, goal-setting, and personal action. When people progress, so do organizations. We offer a wide bench of local to international coaches, allowing us to match the right coach with every client.

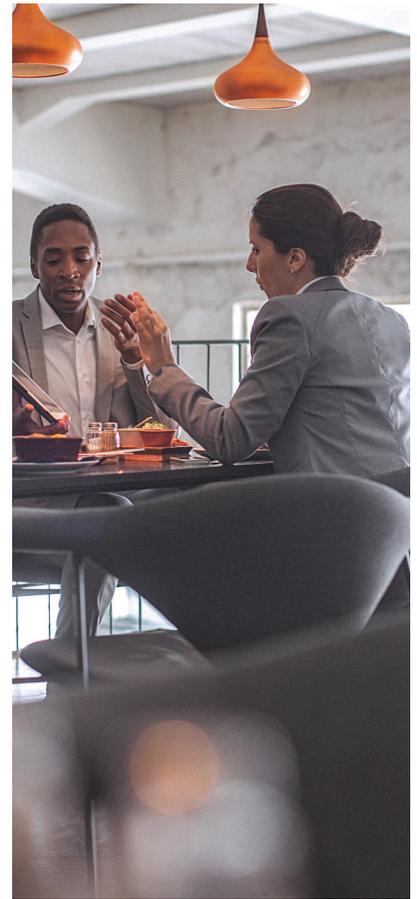
Coaching differs from mentoring, consulting, and counseling in that the coach is not an expert in a particular field, but in “holding up the mirror” of self-reflection and awareness. Our certified and trained coaches are results-focused and bring the responsibility for sustainable change to an individual level – whether the objectives are qualitative, quantitative, or both.

Why Coaching Matters

- Provides a safe environment
- Defines goals, actions, and success
- Increases individual accountability
- Leads to positive individual change
- Improves training ROI
- Supports change management
- Drives organizational success

Types of Coaching ERC Offers

- In-person or virtual, local to global
- Career, individuals, and teams
- Small peer groups
- Emerging and mid-level leaders
- Supervisors and executives
- C-suite officers and board members
- Train the Trainer



Assessment Services

ERC uses assessments with coaching clients to provide deeper insight and accelerate performance. Organizations choose assessments to enrich the employee recruitment and selection process, and to create better harmony, productivity, and retention. Our broad experience in coaching and assessments allows us to offer a flexible, customized approach to both solutions.

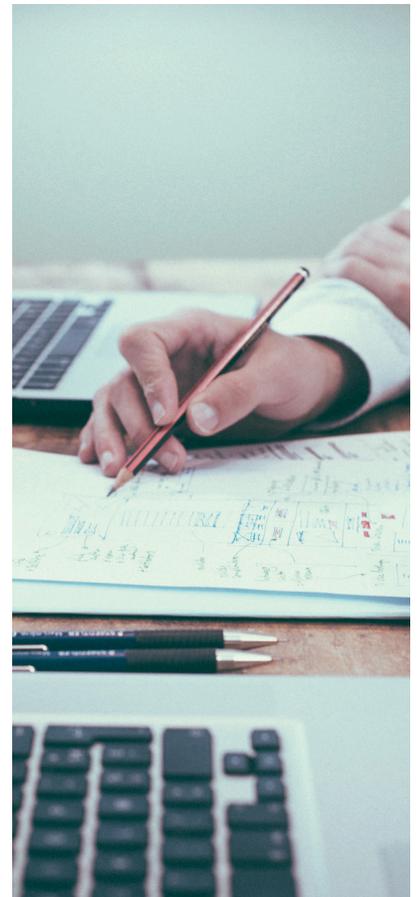
We broker a full suite of validated assessments from leading local to global partners. Our professional coaches are certified in the legal and ethical administration of these measures. ERC also offers job analysis to ensure the assessments used are aligned with the skills, abilities, and behaviors for the role. As an international provider, we understand varying norms and cultural differences.

Why Assessments Matter

- Provide deeper insight and dimension
- Accelerate coaching outcomes
- Define work and behaviors for success
- Add clarity to job descriptions
- Build awareness and resolve conflicts
- Increase teamwork and retention
- Drive organizational success

Types of Assessments ERC Offers

- Entry level to executive level
- 360 assessments
- Selection and team building
- Aptitude and critical skills
- Personality and behavioral traits
- Emotional intelligence
- Management and leadership style



BRING THESE SERVICES TO YOUR ORGANIZATION:

Alison Brunsdon, Director, Coaching & Assessment Services | 440-389-1096 | abrunsdon@yourERC.com

ERC makes workplaces great by providing training, HR consulting and support, coaching and assessments, and research services. We offer complete solutions for finding and keeping top talent.

Professional Development

Employee Training

- Communication Skills
- Difficult Workplace Conversations
- Generations in the Workplace
- Harassment Prevention
- Interviewing
- Leadership/Supervisor Development
- Microsoft Applications
- Performance Management
- Presentation Skills
- Team Building
- Time Management
- Workplace Investigations
- And many other topics!

Coaching

- Career, individuals, teams, and small peer groups
- Emerging and mid-level leaders
- Supervisors and executives
- C-suite officers and board members
- Train the Trainer

Assessments

- 360 assessments
- Selection and team building
- Aptitude and critical skills
- Personality and behavioral traits
- Emotional intelligence
- Management and leadership style

HR Consulting & Support

Talent Management

- Compensation and benefits
- Recruitment, selection, and onboarding
- Performance management
- Employee engagement
- Employee retention

HR Compliance & Resources

- HR Help Desk advisors
- Employee handbooks
- HR audits and project support
- HR Data Library
- Online HR and compliance tools

HR Research Data & Benchmarking

- Local and national wage and salary data
- Benchmark data on a variety of HR topics: talent, training, turnover, legal, and wellness
- Local and national policies and benefits data
- NorthCoast 99: Honoring Northeast Ohio's great workplaces for top talent