



## Center For Educational Research and Development

# Most Pioneering in Educational Resilience Skills Training & Development 2019 - USA

**The Center for Educational Research and Development (CERD) is an internationally recognized non-profit focused on organizational development by applying resilience as a skill set to enhance functioning and meet desired outcomes. We profile the organisation to find out more about the solutions it has to offer.**

Corporate Vision's impartial five-member professional panel determined that the Center for Educational Research + Development (CERD) has proven to be a dynamic force in its innovative work with an array of organizations and institutions. CERD's focus on building long-lasting resilience capacity "will underpin the success of its client organizations and their individual employees well into the future," the panel concluded.

Dr. Joel H. Brown, the founder and executive director of CERD and lead author of "Resilience Education," says, "The traditional view of resilience focuses on overcoming problems or adversity. Yet resilience is an intrinsic capability nearly everyone possesses – not a personality trait or the province of a lucky few who can overcome adversity. CERD is among the first to reconceptualize professional development by coaching clients to focus on each person's resilience as a workplace skill that can be intentionally brought forward to meet desired outcomes."

From Europe to Canada and across the U.S., Corporate Vision found CERD to be a "pioneer" in this field. It provides three stand-alone or combined services to a wide range of businesses, non-governmental organizations, government agencies and educational institutions:

- Needs assessment/strategic planning.
- Resilience Development Awareness Coaching.
- Evaluation.

In needs assessment/strategic planning, as the culture of an organization grows further toward development promotion, the CERD team considers specific dimensions and full

agency operations in total. This constructive, collaborative, strengths-based assessment provides the basis for a focused strategic plan.

CERD also offers clients its 'resilient development awareness coaching' (RDAC) program. "The RDAC program includes increasingly sophisticated exercises in which we coach individuals to look inward, identify and emotionally connect with their available strengths and use them to mobilize key resilience skills to meet both personal and professional goals," Brown says. "We base our approach on substantial neurobiological research supporting a linkage between emotions and learning. When individuals can intentionally tap their capacity for resilience and hone that as a focused skill, they deal more effectively with adversity and – just as important – have the greatest potential to thrive. They form closer connections with colleagues, communicate more effectively, are more engaged in their work and are better equipped to meet their professional and personal goals."

"CERD's focus on building long-lasting resilience capacity will underpin the success of its client organizations and their individual employees well into the future," the panel concluded.

On the first day of coaching, clients can begin applying newly identified resiliency skills, signifying service-delivery efficiency.

Additionally, because skills are internalized and fundamental to human interaction, when there are changes in agency needs or the workplace environment, clients have the flexibility to respond effectively.

CERD's program/policy evaluation takes traditional efforts a step further. In addition to determining if services are working in client organizations' best interests, CERD incorporates strengths-based dimensions known to produce long-lasting, positive outcomes.

Based on these services and their extensive review, Corporate Vision concludes: "CERD (web: [www.cerd.org](http://www.cerd.org)) enjoys a stellar reputation, being held in high regard by the institutions with which they have partnered."

### CONTACT DETAILS:

Company: Center For Educational Research and Development  
Contact: Dr. Joel Brown  
Phone Direct: US (01) 510.717.0687  
Email Direct: [jhb@cerd.org](mailto:jhb@cerd.org)  
Website: [www.cerd.org](http://www.cerd.org)

