

# Member Success Story

## Northwest Evaluation Association Uses CEB Solutions

### CEB HR Leadership Council™

For Midsized Companies

CEB Ignition™ Diagnostics assess HR's progress in critical activities and enable action planning to achieve the next level of business impact.



- Education
- 512 employees (2013)
- US\$84 M in sales (2013)

"Over my career I have engaged in and used many different diagnostics, and CEB Ignition™ Diagnostic for HR is the best I have ever seen. It provides the most extensive coverage of the HR function in both its breadth of scope and also its depth of understanding. The biggest difference, though, is how you interpret the data. You are able to translate the data into actionable, pragmatic next steps—it's powerful."

*Toni Jaffe*  
Vice President, Human Resources  
Northwest Evaluation Association

### Client Challenge

Like many organizations, Northwest Evaluation Association (NWEA) struggles to manage a tremendous amount of change—changes within the organization and throughout the industry.

To compete in today's dynamic business landscape, the organization focuses not just on a single product but on developing, integrating, and selling multiple products and services.

Its customer profile is changing, too: NWEA increasingly sells into larger markets (domestic and international), and account executives are engaged with more and varied stakeholders during the decision-making process.

Now more than ever, talent is critical to NWEA achieving its goals, and the HR function is tasked with recruiting, developing, and engaging the very best.

### Solution

HR leadership at NWEA launched CEB Ignition™ Diagnostic for HR to help:

- Articulate with greater precision the strategic talent strategy, plans, and goals;
- Align teams across the organization and within the HR function for execution and impact; and
- Guide investments in growing the capability set of the function and the enterprise more broadly—particularly capabilities related to performance management and workforce planning.

HR leadership at NWEA believes this diagnostic process provided key, solid data—data that identifies areas of functional excellence that can be leveraged for advantage and impact (which for NWEA include employee development and reward and benefits management) as well as data that informs specific action plans and activities within and outside of the HR function.

### Results

Some immediate wins that NWEA experienced from CEB Ignition™ Diagnostic for HR in strategic talent management include:

- Improving succession management, career pathing, and high-potential identification in the executive ranks, and
- Improving HR's credibility within the organization and its position as a line partner.

### Contact Us

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