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Innovation + Job News

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Leadership consulting company develops hi-tech assessment tool for families, could add five jobs

By: Deborah Johnson Wood

Growing leaders for other companies seems to come pretty easily for [Pondera Advisors LLC](#). Since its inception in 2006, the company has logged dramatic revenue growth annually, launched two innovative web-based assessment tools and is about to launch a third.

The company specializes in leadership development, strategic planning, team building and executive recruiting. On February 1, it's launching its newest online coaching tool geared for a completely new type of client, but one that employs the same leadership skills and strategic planning as large corporations: families.

"Pondera Family Advisor is focused on juniors, seniors, college age kids and their parents," says Rob Elliott, co-founder with Joe Day and John Belaski. "This tool is invaluable in creating self-awareness, improving strengths, identifying weaknesses and identifying learning styles, which enhances teacher and college selection. The tool helps kids identify what to study, and helps families better understand the personality of each family member."

Consulting psychologist Don VanOstenberg helped Pondera develop all of its online assessment tools.

"One of the families who piloted this gave us some great feedback," says Joe Day. "The mom had insisted that her son get the same teacher who had taught their older daughter. The daughter had a great experience with that teacher, but the son didn't. The mom said if



she had had the Pondera Family Advisor tool, she would have known her son and daughter had different learning styles, and would have chosen a different teacher for her son.”

Pondera logged revenue growth for each of the past three years, including a 44 percent increase last year. Company leaders expect another 25 percent growth this year. They created three jobs last year, and could add up to five more in roles including family advisor services and sales managers.

Source: Rob Elliott, Joe Day, Dick Bertrand, Pondera Advisors LLC

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■ **Neighborhoods:**

A vertical advertisement with a black background. The text "WE KNOW THE LAW" is written in white and red, with "THE LAW" in red. Below it, "CLARK HILL" is written in white.

A vertical advertisement with a green and white color scheme. At the top is the logo for "FOUNDERS Bank & Trust". Below that, the text "Managing Your Investments Locally." is written in white. At the bottom, the phone number "616-956-9030" and website "www.foundersbt.com" are listed. At the very bottom, there are logos for "Local First" and "Member FDIC".