

News Release

FOR IMMEDIATE RELEASE

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PCAM Announces Business & Organizational Coaching Program

The Professional Coaches Association of Michigan (PCAM) is announcing a new offering as part of its Community Outreach efforts to local businesses and non-profit organizations to be launched during International Coach Week, February 3-9, 2008.

This PCAM program brings a statewide community of professional coaches together in regional teams to provide coaching to area businesses. "With Michigan's current economic challenges, the Professional Coaches Association of Michigan is eager to be a part of the solution. Our experienced coaches look forward to helping organizations create positive, lasting change for a prosperous 2008," said PCAM President Susan Combs. Some of the benefits organizations can expect of coaching are listed below:

- Achieve a higher level of results in a shorter timeframe
- Experience greater satisfaction and fulfillment at work
- Overcome internal and external barriers to success
- Enhance employee motivation, teamwork, and productivity

This will be a unique opportunity for Michigan organizations to work with a diverse group of coaches in order to advance their businesses through the coaching relationship at rates below the market. The project scope will be co-created by client and coach and will serve as the foundation and objective of a three-month coaching engagement.

PCAM is a chapter of the International Coach Federation (ICF). ICF is a non-profit, individual membership organization formed by professionals worldwide who practice business and personal coaching. The ICF exists to build, support and preserve the integrity of the coaching profession through programs and standards supported by the individual membership. ICF is the largest worldwide resource for business and personal coaches for those seeking to find a coach, with more than 13,000 members in 80 countries.

For more information and to apply, please contact Kathy Igoe at 248.854.4266 or Milt Fletcher at 248.569.9383.