

FOR IMMEDIATE RELEASE

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Subject: Turknett Leadership Group Expands Its Coaching Programs by Reinforcing Learning with Technology

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Goal Support Technology Makes Turknett Development A Better Investment

Turknett Leadership Group, an executive development firm noted for their effectiveness in leadership character, organizational psychology and assessment, has partnered with Fort Hill Company, a developer of innovative technologies that increase the impact of business learning programs and document the results. All Turknett development and assessment programs now incorporate an interactive, Web-based system that aids clients in reaching goals by providing regular reminders, targeted developmental advice, and the ability to reach out to others for feedback and ideas.

“The goal reinforcement we now incorporate into all our programs responds to a growing need among our clients to have their learning and development programs achieve real business results,” according to CEO Bob Turknett. “We can now show measurable benefits of the programs we deliver.” He added that the joint solution provides a significantly better ROI on coaching investment. Fort Hill is being used to drive business results by such leading corporations as Cisco, Sony and Honeywell.

Extensive research into companies that were the most successful at turning training and development into business results allowed Fort Hill to identify Six Disciplines that are critical for the success of any learning initiative. Before the learner enters the classroom or process the designer must (1) Define Business Outcomes and (2) Design the Complete Experience. They must then (3) Deliver for Application (4) Drive Follow-Through and (5) Deploy Active Support. (6) Document Results. Turknett Leadership Group’s follow-through technology supports the 4th, 5th and 6th disciplines by driving follow-through, providing active support and collecting data to support documenting results.

“We all know how easy it is for someone to come away from a workshop experience with great ideas and all the best intentions, but become distracted by office demands from reaching their goals. The same thing happens to participants in our individual Executive Development Program – they want to work on goals but it’s hard to keep that a top priority. This new technology reminds them periodically of their commitments, allows them to communicate with a colleague, manager or coach to request support or resources, and provides rich content for helping them grow. And they can even revise goals when realities make it necessary,” explains Lyn Turknett, President of Turknett Leadership Group. “Fort Hill’s technology helps us create a sustainable process for change. The on-line follow-up program improves outcomes for the company by increasing the likelihood that people will meet their goals. It also benefits the individual who experiences the satisfaction of accomplishing something important to them.”

The Fort Hill Company, based in Wilmington, Delaware, is the global leader in follow-through management that turns training and development into business results.

Turknett Leadership Group has assessed and developed high level leaders and their organizations for more than 20 years. Adept at the use of sophisticated proprietary assessment tools and individualized coaching, the Turknett professional staff brings to clients both expertise in the behavioral sciences, and practical business and executive management experience. They serve small, mid-sized and large organizations throughout the U.S. such as AGL Resources, American Cancer Society, AT&T, Bennett

International Group, Freebairn & Co., Georgia-Pacific Corp., Hewlett-Packard and Mercer Human Resources Consulting. For more information go to www.turknett.com.