



## Press Release

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For More Information  
Contact Lou Dozier or Barbara Fagan  
800-217-5660

### Raise the bar on your performance . . . get a coach

*Popular "Leadership Source" professional coaching program is coming to Las Vegas, NV and Charlotte, NC. This investment opportunity of a lifetime from Source Point Training features two weekend workshops and 10 weeks of one-on-one coaching.*

HEALDSBURG, CA, March 6, 2012 – "Muhammad Ali had Angelo Dundee. UCLA Bruins had John Wooden. The Green Bay Packers had Vince Lombardi. They all had coaches and they went on to be great performers," says [Barbara Fagan](#), master coach and co-founder of Source Point Training ([www.sourcepointtraining.com](http://www.sourcepointtraining.com)).

"Behind every great performer is a great coach," she says. "The most celebrated athletes in the world know they cannot win all by themselves; they know they need masterful coaching. And yet, how many business professionals make that very mistake by going it alone?"

A strong case is building internationally that is solidly in favor of professional coaching. According to new research conducted by the *Chartered Institute of Personnel and Development* (CIPD) in London, UK, businesses can use coaching to create added value and maximize the value of their employees. Another report from the *Aberdeen Group*, based in Boston, MA, reports that businesses that invest in employee training tend to reap the benefits in terms of improved engagement and retention levels.

According to a study conducted in 2008 by *PriceWaterHouseCoopers* and *Association Resource Centre, Inc.*, companies that use professional coaching reported a median return on investment of **seven times their initial investment**. The study was the result of a survey of corporate and individual clients of *ICF* (International Coach Federation) member coaches. It also found that individuals who participated in coaching reported a median return on investment of 3.44 times their investment.

"People ask me, what's behind the trend for professional coaching?" says Fagan. "It comes down to math. Corporations have discovered that coaching is good for the bottom line. It is profitable because they see real gain from their investment in terms of increased productivity in developing talent and employee engagement."

The unique features of Source Point's leadership training program include:

- Two weekend training sessions, cover key principles with tools to apply them in all areas of life.
- Two content-rich workbooks filled with tools, tips and techniques to keep as a reference guide.
- Ten weeks of one-on-one leadership coaching; focused on individual personal and professional goals.
- Use of the powerful coaching toolkit and newly released "[\*Leaders Start To Finish: A Road Map for Developing Top Performers – 2<sup>nd</sup> Ed.\*](#)" co-authored by [Anne Bruce](#), noted author and creator of over 16 leadership and professional development bestsellers and learning systems worldwide.

“Teaming up with Anne Bruce is a great partnership for us,” says Fagan. Bruce is a recognized key note speaker and author and has presented for the *White House*, *JetBlue*, *Sprint*, *Harvard Law School*, *Columbia Business School*, *Ben & Jerry’s*, *Sony International*, *Southwest Airlines* and *Coca Cola*. Her book is a powerful toolkit and reference guide filled with real-world tips and techniques of successful leaders.

Source Point Training is set to bring its successful Leadership coaching program to Las Vegas, NV and Charlotte, NC. They are scheduled to begin March and April of this year.

**PROGRAM:** [Leadership Source: Lead with Purpose and Vision](#) in Las Vegas, NV

**Training Dates:** March 30-31 and June 15-16, 2012 (Friday and Saturday)

**PROGRAM:** [Leadership Source: Lead with Purpose and Vision](#) in Charlotte, NC

**Training Dates:** April 20-21, 2012 and June 8-9, 2012 (Friday and Saturday)

According to Fagan, people who attend Leadership Source are professionals who are interested in keeping up with rapid changes in the job market and improving their productivity; business owners looking for ways to engage and empower their employees; and college students who want to be equipped with leadership skills to achieve early success in their careers.

“The 10 weeks of performance-based coaching to develop leadership skills in real-time situations guarantees every participant gains from this training,” she says. “They are coached to lead with purpose and vision while developing their unique style of leadership, to communicate and enroll collaborative partnerships and to model accountability that builds trust and integrity.

“This is all about diving into the deep end of adult learning using a high impact curriculum developed by professional leadership coaches who are recognized by the International Coach Federation,” says Fagan. “If you’ve set high goals and you’re serious about your results, register today. We’ve worked with the best and promise you success.”

[See this testimonial video](#) from recent graduates of Leadership Source training in Seattle-WA, and [this testimonial video](#) from Marcus Solorio.

For more information about the Las Vegas, NV program, visit <http://www.sourcepointtraining.com/leadership-training/leadership-source/las-vegas-nv/>; for more information about the program in Charlotte, NC, visit <http://www.sourcepointtraining.com/leadership-training/leadership-source/charlotte-nc/> or email [admin@sourcepointtraining.com](mailto:admin@sourcepointtraining.com) or call 800-217-5660 x103.

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