



## Press Release

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### The Widespread Benefits of Leadership Coaching from Source Point Training

*Benefits of professional coaching extend to college students, entrepreneurs, executives, network marketers and others. As Source Point Training's "Leadership Source" professional coaching program heads to Charlotte, NC this April, company co-founder and president, Barbara Fagan, asks everybody to consider coaching as an "investment opportunity of a lifetime" that returns 7-times value.*

HEALDSBURG, CA, March 30, 2012 – Source Point Training ([www.sourcepointtraining.com](http://www.sourcepointtraining.com)) is bringing its successful Leadership [coaching program](#) to Charlotte, NC this April. Source Point Training co-founder and company president [Barbara Fagan](#), points to the unique features and benefits of professional coaching.

"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 Fagan. "Behind every great performer is a great coach and that for college students, entrepreneurs, executives, network marketers and anybody else who seeks increased productivity and the ability to effectively lead others, Leadership Source is the key to their success."

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 performance 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](#).

"People ask me, what's behind the trend for more professional coaching?" Fagan says. "It comes down to math. Corporations and individuals have found that coaching is good for the bottom line. It is profitable for individuals because there is real gain from the investment in terms of increased personal productivity. Corporations also see that it enhances organizational cohesiveness among employees and management."

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Fagan points to work that Source Point Training worked closely with the Greater Charlotte YMCA last year. “We found that the people in Charlotte are very committed to increasing their leadership skills as a way to make a greater contribution to their members and to be in service to their community,” she states. “What they have shared is that they had experienced a well-organized, results-generating training. They also have a desire to have their colleagues attend the training, and that the training combined with the coaching brought them to new levels in their personal and professional lives and that the course exceeded their expectations.”

[Source Point Training’s Leadership Source](#) programs are among the most sought-after in the United States. This program is open to all professionals and college students near the Charlotte, NC area including Atlanta, GA, Columbia, SC, and Richmond, VA.

Details of the Charlotte, NC schedule:

**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)

**Coaching Dates:** April 21 through June 30 (10 weeks)

**Location:** Charlotte, NC

The unique features of Source Point’s leadership training program are:

- Two weekend training sessions; cover key principles of leadership and how to apply in all areas of life.
- Two content-rich workbooks; used during the training weekends and to keep as a reference guide.
- 10 Weeks of one-on-one coaching; focused on individual personal and professional goals.
- Use of the powerful coaching toolkit and newly released leadership book, *Leaders Start To Finish: A Road Map for Developing Top Performers 2nd Ed.*, by co-authors Anne Bruce and Stephanie Montanez

“People who attend our leadership trainings get added benefits from the 10 weeks of performance based coaching that assures attainment of goals and retention of key leadership principles to success. That’s how our training is a key difference from other leadership trainings,” says Fagan.

Another unique feature of the program is the 100% guarantee of satisfaction. “Complete the entire course of one of our trainings and I guarantee you’ll be completely satisfied,” she says. “If not, we’ll give you a full refund.”

Leadership Source is an experiential program. Not only do participants work one-on-one with a professional leadership coach, participants of the program also work together as “leaders in service,” Fagan comments. “They remain in contact with each other throughout the coaching process, align on a single goal and create a project that makes a difference for others.”

[See this video](#) for testimonials by recent graduates of Leadership Source training. See this video to [meet the coaches](#).

For more information about this program, visit <http://www.sourcepointtraining.com/leadership-training/leadership-source/charlotte-nc/>, email [admin@sourcepointtraining.com](mailto:admin@sourcepointtraining.com) or call 800-217-5660 x103.

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