

PROFORMATIVE

Contact: T. Babbi

Tel: (408) 400-3993

E-Mail: press@proformative.com

Proformative to Sponsor ATD Research Webinar Examining the Role of Coaching as Strategic Managerial Tool

Nov. 18 webinar, “The Coaching Approach: A Key Tool for Successful Managers,” reveals new insights about the impact of incorporating employee coaching into a successful talent development strategy

San Jose, CA – November 11, 2014 - [Proformative](#)—the largest and fastest growing educational resource for corporate finance professionals—today announced their sponsorship of the research webinar, “[The Coaching Approach: A Key Tool For Successful Managers](#)” on November 18. The webinar will reveal findings from recent ATD Research on the importance of coaching as a managerial tool and best practices for developing and sustaining successful coaching programs in any organization.

“We’re happy to sponsor this important research event. A key initiative of Proformative Academy is to elevate awareness of the importance of coaching, and give managers tools to easily incorporate it into their talent-development programs,” said John Kogan, CEO and co-founder of Proformative. “We’ve seen firsthand how coaching and employee development helps the office of the CFO to align more closely with their organization’s business objectives. Developing staff competencies, enabling employees to optimize their performance, and cultivating leaders are critical to the success of any finance organization.”

575 learning professionals participated in ATD Research’s June 2014 survey. Among the findings to be covered in detail at the webinar:

- Although coaching is a powerful tool, only 27% organizations incorporate it into their talent development portfolio
- One third of organizations do not measure coaching competency for managers
- While many organizations support managers with learning and development tools, nearly half of respondents say they still struggle to identify traits of a successful manager

“We’re pleased to have Proformative sponsor our research webinar,” said Laurie Miller, Director of ATD Research Services. “Coaching is a topic of strategic importance for all managers and learning and

PROFORMATIVE

development professionals, including finance organizations dependent upon skills-based competencies and knowledge acquisition.”

The Coaching Approach: A Key Tool for Successful Managers will be held November 18 from 12:00 – 1:00 p.m. eastern. Learn more or register for the [webinar here](#).

About Proformative Academy

[Proformative Academy](#) provides finance, treasury, accounting and related professionals with immediate, on-demand courses and collaborative learning tools to help them close skills-gaps, broaden their knowledge and advance their careers. Taught by top industry subject matter experts, the chapter-based, one-hour courses enable learners to consume high value instructional content via smartphone, tablet, laptop or desktop. For information, contact [Dave Cowan](#) at 408-400-3993, x106.

About Proformative, Inc.

The largest and fastest-growing online educational resource for the office of the CFO, [Proformative](#) enables finance professionals to make smarter business decisions, connect with their peers, build their skills and advance their careers. In addition to an unparalleled peer-to-peer knowledge-sharing community, members also have access to [Proformative Academy™](#), which provides excellence in online learning through highly focused courses taught by experienced finance practitioners. Based in Silicon Valley, CA, Proformative reaches more than 70,000 registered members and 1.5 million visitors annually, including corporate finance executives at companies ranging from start-ups to the Fortune 500.

Learn more about Proformative:

Proformative: www.proformative.com

Proformative Academy: www.proformativeacademy.com

LinkedIn: <http://www.linkedin.com/company/proformative>

Twitter: @proformative

About ATD

The Association for Talent Development (ATD), formerly ASTD, is the world’s largest association dedicated to those who develop talent in organizations. These professionals help others achieve their full potential by improving their knowledge, skills, and abilities. ATD’s members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports the work of professionals locally in more than 125 chapters, international strategic partners, and global member networks. Learn more about ATD at www.astd.org.