

# APPLIED RESEARCH CORPORATION

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## Applied Research Corporation Executive to Present at the Fourteenth Annual International Greenleaf Center Conference

### *-Presentation to Highlight the Assessment Legacy of Robert K. Greenleaf-*

**METUCHEN, N.J. (June 9, 2004) –**

- WHO:** Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive assessment, coaching, transition leadership, and performance management strategies.
- WHAT:** Jeff McCollum, Director, Phoenix office of Applied Research Corporation will present “Another Greenleaf Legacy: Application Of Assessment Methodologies To Leadership Development,” a presentation based on a paper co-authored by himself and Joel Moses, Ph.D., Managing Director and Co-founder of Applied Research Corporation.
- WHEN:** Friday, June 11, 2004
- WHERE:** The 14th Annual International Conference of The Greenleaf Center for Servant-Leadership, The Westin Hotel, Indianapolis, IN
- DETAILS:** With servant-leadership gaining a broader and broader network of practitioners in the modern workplace, Jeff McCollum examines how the work of one man, Robert K. Greenleaf, translated into practical approaches for improving organizational performance.

Founded in 1964, The Greenleaf Center for Self-Leadership exists to support those who, through the practice of servant-leadership, seek to create organizations in which individual stakeholders become healthier, wiser, freer, and more autonomous; and in so doing, build a better, more humane society which welcomes the full diversity of the human family.

For more information about the Conference, please visit [www.greenleaf.org](http://www.greenleaf.org)

### **About Applied Research Corporation**

Headquartered in central New Jersey with offices in Atlanta, Ga., St. Louis, Mo., Phoenix, Ariz., London, and Shanghai, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive assessment, coaching, transition leadership and performance management services. In a world where speed propels decisions, Applied Research Corporation helps identify and develop managers who can make the right decisions quickly, based on experience and solid business understanding, to create real competitive gains for their organizations. Through their transition support services, Applied Research Corporation helps ensure the success of newly appointed managers and executives, worldwide. For more information, visit [www.arclead.com](http://www.arclead.com) or e-mail [sales@arclead.com](mailto:sales@arclead.com).

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