

APPLIED RESEARCH CORPORATION

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Applied Research Corporation Executive to Present on Leadership Transitions at Cornell Breakfast Series

- Ronald Bossert, Senior Vice President, Applied Research Corporation to Discuss Transition Coaching Process that Results in Significant Return on Investment-

METUCHEN, N.J. (April 28, 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: Ronald (Ron) Bossert, Senior Vice President Transition Leadership Services, will present “Measuring ROI in Leadership Transition Programs”

WHEN: Monday, May 17, 2004 from 8:30 a.m. to 11:00 a.m.

WHERE: The Cornell Conference Center in New York, N.Y.

DETAILS: Organizations often ask what the cost-benefit, or return on investment (ROI) is for a service, program or other initiative. While such requests for these types of analyses are routine for most strategic initiatives, a very small percentage is conducted on human resources and training and development services. The American Society for Training and Development (ASTD) found that less than 5% of all training classes are assessed for organizational impact. Bossert will discuss what new leaders need to do in the first six months to ensure their success for the next several years. More information about this event can be accessed at <http://www.ilr.cornell.edu/mgmtprog/events.html>

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 or e-mail sales@arclead.com.

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