

Applied Research Corporation Executive to Keynote Upcoming Delaware SHRM Event

METUCHEN, N.J. (September 4, 2007)

WHO: Leadership expert Jan Margolis, founder and managing director of Applied Research Corporation

WHAT: Will be the featured presenter at the upcoming diversity meeting of the Delaware Chapter of the Society for Human Resources (SHRM)

Margolis will speak to the topic of "Why Companies Fail."

WHEN: Tuesday September 11, 2007

The event starts with networking and dinner at 5:00 p.m. Margolis will present at 7:00 p.m. Registration and additional details are available at www.deshrm.org.

WHERE: Wilmington College
320 N. DuPont Highway
New Castle, Delaware

DETAILS:

Increasingly leaders of the Fortune top 50 companies are discussing growth, innovation, and being a market leader. They are also talking about their companies' inclusive culture. As the demographics of their respective customer bases continue to evolve, more and more corporate leaders are coming to understand that it is crucial to engage diverse points of view to understand and deliver on customer needs. However, when leaders fail it's not for lack of entities or experience or know how, it's largely for behavior problems. Behavior that does - or does not - inspire personal credibility, trust, and commitment among diverse relationships at all levels. This session takes an in-depth look at why highly intelligent and capable leaders fail and what can be done to avoid those derailments.

Margolis was the first woman (and youngest person) to be elected as President, American Society for Training and Development (ASTD). She has served on the Board of Directors of the Council on International Human Resource Management, the American Center for the Quality of Work Life, the National Center for Research

in Vocational Education, the International Federation of Training and Development Organizations. She holds a master's degree in behavioral science from Boston University, and has taught at Georgetown and the University of Maryland.

About Applied Research Corporation:

Applied Research Corporation is a leadership development consulting company specializing in leveraging human capital through accurate predictive assessment, insightful coaching, effective training and proven talent management strategies. Our clients range from mid-size to global organizations that understand the business value of accelerating the development of key talent. Applied Research Corporation offers the experience and the capacity to support their needs on a worldwide basis. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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Note to Editors: Editors interested in a briefing with Margolis may schedule through Applied Research Corporation's media contact listed below. Trademarks and registered trademarks referenced herein remain the property of their respective owners.

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