

Applied Research Corporation to Present at The Women's Congress 2007

- Topic to Focus on Key Strategies for Women Executives to Manage Workplace Perceptions of Their Roles as Leaders -

METUCHEN, N.J. (March 12, 2007) –

WHO: Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services

WHAT: Jan Margolis, founding partner and managing director of Applied Research Corporation, will present, "Staying on Top of the Succession Game"

WHEN: The Women's Congress 2007 will be held Thursday, March 29, 2007 – Friday, March 30, 2007

Margolis will present on Thursday, March 29, 2007 from 2:30 – 3:30 p.m.

WHERE: Boston Convention and Exhibition Center
415 Sumer Street
Boston, Mass.

DETAILS: The hunt for competitive leadership often assumes that solid general management skills are more important than specific industry or organizational knowledge, with expectations running high that qualified, charismatic leaders will transform businesses – but this doesn't always equal success. It takes a couple of decades to develop an effective senior leader, but it can also take less than 18 months for that newly appointed leader to be fired. And when that new leader is a woman, odds are that she is being closely observed and that the honeymoon might be short and bumpy.

Through an engaging and interactive presentation, Margolis, the founding partner and managing director of Applied Research Corporation and a former senior vice president, Executive Resources at Bristol-Myers Squibb, will provide practical steps to manage others' perceptions – from the Board to senior leadership, peers, customers and employees - though the use of a practical and effective transition plan to help leaders navigate through the politics and expectation setting of the first 120 days. Participants will learn the critical actions they need to take to accomplish their agenda while carving space to continue to learn and deepen their understanding of the organization and its challenges. And, they will learn how to avoid the most common pitfalls that often trap leaders into making costly mistakes.

The Women's Congress 2007 is the country's largest, most dynamic two-day business conference and marketplace for women. The conference provides unique educational opportunities for entrepreneurs, corporate management, and non-profit/philanthropic leaders. Attendees will have ample time to network with their peers and visit hundreds of booths on the show floor while taking away indispensable information to grow their businesses, improve leadership skills, and create the career and work environment that best serves their individual needs.

The conference program consists of keynotes, luncheon speakers, and three concurrent tracks on Thursday, March 29 and Friday, March 30. Breakout sessions cover topics ranging from sales and marketing to technology (presented by WITI), finance, human resources, and leadership skills. The sessions will be a lively mix of panel discussions, individual speakers, and hands-on workshops. For more information, go to www.thewomenscongress.com.

About Applied Research Corporation:

Headquartered in central New Jersey with offices in Atlanta, London, San Francisco, Shanghai and St. Louis, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services. In a world where speed propels decisions, Applied Research Corporation helps organizations identify, develop and leverage people to make decisions, and become strategic assets and sources of competitive advantage. Through their new leader assimilation and transition services, Applied Research Corporation helps ensure the success of newly appointed managers and executives worldwide. 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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