

APPLIED RESEARCH CORPORATION

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Guy Kawasaki Hosts Upcoming Venture Capital Webinar on Creating Leaders with Applied Research Corporation

*- Venture Capitalists and Entrepreneurs will Learn how to Develop the Best Portfolio of Leaders for
Their Investments -*

METUCHEN, N.J. (November 1, 2005) –

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: Guy Kawasaki, a managing director of Garage Technology Ventures and columnist for Forbes.com, and Teresa Shappell, executive vice president of Applied Research Corporation, will co-present, “Creating a Portfolio of Leaders that Drive Successful Exits”

WHEN: Wednesday, November 30, 2005, at 10:30 a.m. PST / 1:30 p.m. EST

REGISTER: <http://arclead.netspoke.com>

DETAILS: Many early-stage executive management teams fail in the short term, creating an unstable environment that derails success. Even those possessing the skills to take a business from conception to a successful exit are rarely able to survive for the long-term, and are frequently asked to step aside or leave as the business matures. A portfolio of strong, evangelistic leaders is, therefore, essential for venture capitalists and entrepreneurs to drive their investments to successful exits.

Driven by the expertise of Kawasaki and Shappell, this webinar will provide answers to the critical leadership questions facing venture capitalists and entrepreneurs, including how to find outstanding leaders with the right characteristics to lead the business to a successful launch and how to help leaders take the business to the next level in order to maintain their seat at the helm. During the presentation, Shappell will share – for the first time – the results of a recent research study conducted with venture capitalists on these business-critical leadership topics. Webinar attendees will also learn:

- What makes a leader an evangelist and why this is important to an emerging business
- How to read the often undetected signs during due diligence of a leader's ability to scale
- What to do to help leaders overcome scalability issues when retention of the leader is important
- What venture capitalists are doing to access and develop their portfolio leaders

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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