

FOR IMMEDIATE RELEASE

**Corporate “coaching gyms” offer a new kind of workout for employees at all levels**

Dundas, Ontario – January 31, 2007 – It’s not your typical huff-and-puff, gym-shorts and yoga-gear workout. But businesses wanting their employees to get – and stay – in great personal and professional shape are increasingly turning to “coaching gym” programs, a recent addition to the suite of services offered by certified business coaches.

Employees who join a coaching gym are more likely to lift a telephone handset than lift weights. But some aspects of a typical gym membership do apply. Monthly fees usually provide unlimited access to services. Professional staff help participants set goals, remain motivated, problem-solve and practice new skills. A range of choices are available from which participants can build a customized program. And pretty much anyone can afford to join.

Sage Portfolio Group, a company in Dundas, Ontario specializing in leadership and team development, has found its coaching gym program has appeal to corporations that wish to expand the number of employees eligible for coaching support. “Executive coaching is generally too expensive to offer to middle and entry level employees,” admits Melanie Parish, CEO of Sage Portfolio Group. “We consider that a missed opportunity. These employees have a huge impact on the day-to-day operation of any business and they may even be your future leadership team. Coaching gym programs allow a company to include a more diverse group in the typically elite circle of those who can benefit from coaching.”

In order to make coaching gym programs sustainable, an employer will have to be convinced that the coaching is making a concrete difference in employee morale, retention, and productivity. “Any business that signs a coaching gym contract is demonstrating that it cares about its employees,” says Parish. “But altruism, alone, will only take us so far. Our coaches, for example, ensure that coaching sessions support the norms and culture of the specific organization the employee works for. Thus personal growth for the employee is reflected in enhanced professional performance.”

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