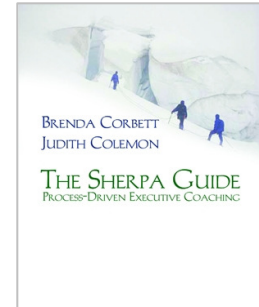


Press release

Executive Coaching Comes of Age

Coaching book defines the field,
just one year after its publication.

**Unifying principles arrive for business coaching, with adoption of
the Sherpa Coaching Certification by six major universities.**



Mason, Ohio, October 23, 2006. For immediate release:



Barely a year after its fall 2005 release, there's a business book that's defining a hot new industry. "The Sherpa Guide: Process-Driven Executive Coaching" is rapidly becoming the standard for the field of executive coaching.

Sherpa Guide authors Brenda Corbett and Judith Coleman have been selected to train and certify executive coaches at six major universities. Following a pilot program at Ohio's Xavier University, the two trained and certified executive coaches at the University of Cincinnati and Kent State University, and have classes underway at the University of Louisville. In January 2007, both Penn State and Texas Christian will roll out a certification program.

"Leadership development is vitally important. We have always wanted to set standards, but we couldn't have imagined things happening this quickly," says author Judith Coleman. This is the only training program offered by multiple universities, so the Sherpa Certification is becoming the predominant course in the USA. We're working on partnerships in other countries, too."



"It's rare for a reader of a business book to spend 60 hours working directly with its author.", says Brenda Corbett. "We have been amazed at how passionate our students have been in their quest to understand every word on those 350 pages."



Corbett and Coleman's Ohio-based business, Sherpa Coaching LLC, is the certifying body for their university graduates. The authors' goal is to provide the universal certification for business coaches. They appear well on the way to making that happen.

"Penn State has called The Sherpa Guide the most detailed process in print.", says Brenda Corbett. "That's exactly what coaching has needed: a process that allows coaches to be successful with every client. We wrote the book because we wanted to take our line of work to a whole new level."

The authors' website, www.sherpacoaching.com, offers a fifteen-minute video that explains the university-based certification.

Contacts

Author / instructor interviews:

Karl Corbett
Sherpa Coaching LLC
PO Box 417240
Cincinnati, Ohio 45241, USA

Voice : (513) 232-0002
Email : info@sherpacoaching.com

Publisher contact:

Sarah Greber
Thomson-Texere Publishing
5191 Natorp Boulevard
Mason, Ohio 45040, USA

Voice : (513) 229-1915
Email : Sarah.Greber@thomson.com

More about the authors:

The authors offer executive and team coaching services through Sherpa Coaching LLC, a minority business enterprise headquartered in Cincinnati, Ohio. The authors, one Canadian and one African-American, stand out from old-school leadership experts. They're youthful, charismatic, and willing to break the mold. They have clarified what leadership development and executive coaching should be, and offer a clear path that emerging leaders can take to their own personal summit.

About the Sherpa:

In the Himalayas, the native guides that assist climbers to the top of Everest are called Sherpas.

- *They know the terrain and design routes for the climb.*
- *They offer the skills and resources needed to reach the summit.*
- *They can recognize conditions that make a climb dangerous or impossible.*

Sherpa executive coaches take on the role of the Sherpa climbing guide: enabling, advising and assisting in difficult environments with limited options. Sherpa coaching clients, like climbers on Everest, must make it to the top through their own effort and determination.