

News Release

For Immediate Release



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Robert Hargrove Masterful Coaching Inc. qualifies The Business Coach of Texas for Certification Partnership

Agreement extends Hargrove business and executive coaching methods to BCOT clients in Texas and Southwest

DALLAS—April 20, 2009—Eric H. Gore, president and chief executive officer of The Business Coach of Texas (BCOT) announced today the firm’s qualification by the Robert Hargrove executive coaching organization for its Hargrove Masterful Coaching certification program. BCOT’s completion of the program demonstrates that the company meets the rigorous standards required to conduct the Hargrove coaching methodology on behalf of its clients.

“Robert Hargrove is the undisputed Godfather of professional business coaching, and has more than a decade of experience helping thousands of business and government executives achieve their organizational and professional goals,” said Eric H. Gore. “Having completed the course work for certification, we’re delighted to be able to bring a higher-caliber coaching experience to our business coaching clients in Texas and the Southwest.”

BCOT coaching builds on decades of successful international business experience and tough, road-proven techniques to help move executives and business leaders from traditional transaction-oriented thinking to transformational solutions that enable organizations to achieve break-out results, even in the toughest of economic times.

The Masterful Coaching organization, founded in 1995 by Robert Hargrove, is a global coaching network made up of "A players" who are trained in Robert Hargrove's "Masterful Coaching: The Method" program. It is designed to help CEOs grow their business exponentially, multiply their profits and win the talent war. Masterful Coaching works with leaders of Global 1000 firms who recognize that, just as in sports and the performing arts, the more remarkable the performers, the more they seek a remarkable coach who can take their game to the next level.

“I see the partnership with The Business Coach of Texas as a way to democratize the Masterful Coaching approach for CEOs and senior leaders of any size business,” said Hargrove. “Eric H. Gore and his firm have a powerful and proven track record that includes successful company turn-arounds, product launches and innovative go-to-market campaigns. The team of Eric H. Gore and the Robert Hargrove Masterful Coaching organization will help clients everywhere to better execute company strategies and reach new levels of performance, even while facing these tough economic times.”

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The Masterful Coaching program, which targets CEOs and senior leaders, is based on 12 classic coaching conversations—and provides a way to create an inspired high-performing organization. They include:

- 1) Creating an extraordinary coaching relationship
- 2) Designing an Impossible Future, and Game Changing Strategy
- 3) Creating a Team of A Players
- 4) Building Your Brand Based on a Dramatic Difference
- 5) Improving Production, Distribution
- 6) Six Sigma Business Processes
- 7) Multiplying Sales
- 8) Providing Unmatched Customer Experience
- 9) Making Great Decisions and Judgment Calls
- 10) Focus on the Scoreboard---Financial management
- 11) Executive Time management
- 12) Executive Life Coaching

“This is a way to create an inspired, high performing organization,” said Tom Kaiser, president of Zurich Financial, a Hargrove Masterful Coach client. Masterful Coaching is a body of specially trained and certified professionals united in changing the game for creating extraordinary leaders and in producing extraordinary business results that lead to inspired, high performing organizations. Per Hargrove, the approach is not an extension of traditional executive education or training programs, or like traditional coaching, counseling or consulting. It is not about studying leadership characteristics and traits, providing binders full of reports and recommendations, or tips and techniques.

Hargrove adds that Masterful Coaching is a distinct domain with its own set of guiding ideas, tools and methods proven to help clients create an “impossible future” for themselves and their businesses. Many Hargrove clients—including Fred Steers of Conoco Philips—report that the Masterful Coaching approach has helped their companies grow and succeed. The Masterful Coaching approach made the company \$100s of millions of dollars, according to Hargrove.

“Our highly trained Masterful Coaching certified partners work with their respective clients to formulate an ‘impossible future’ expressed in extraordinary and tangible business results, then stand shoulder-to-shoulder with them in producing those results over the course of a year or more. In the

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process, our coaches' clients develop as visionary leaders, people developers, collaborators, and inspired profit mechanics," said Hargrove. "We're delighted to recognize Eric H. Gore and The Business Coach of Texas to our Certified Masterful Coach organization."

About Masterful Coaching

Masterful Coaching was founded in 1995 by Robert Hargrove. Seeing that executives and companies were increasingly unable to contend with massive and rapidly escalating change, Robert created Masterful Coaching - a world-class discipline that recognizes that the traditional approaches to winning the game of business aren't enough. The company, based in Brookline, Mass., has more than 200 employees and affiliates in 15 countries. For more information, visit www.masterfulcoaching.com, or call (617) 739-3300.

About The Business Coach of Texas

The Business Coach is led by Eric H. Gore, its founder and president. Gore is a seasoned international business executive with 25-plus years of experience in sales, management and executive leadership at Fortune500 and technology start-up companies. He's served as a sales turn-around specialist who most recently worked with the executive team at a data security firm. Gore led and helped execute a new strategy that resulted in growth that exceeded 300 percent in one year, led to a global partnership with a Fortune 20 corporation and a \$22 million venture capital investment. He also served as vice president of sales for a multi-national corporate account team, vice president of federal sales and vice president of business development. Gore has a bachelor's degree in business management from The University of North Texas in Denton, Texas, and a master's of business administration degree from the Kelley School of Business at Hardin-Simmons University in Abilene, Texas. Mr. Gore is a current member of the Worldwide Association of Business Coaches, the International Coaching Federation of North Texas and adheres to Robert Hargrove's Certified Masterful Coaching program.

For more information, contact Eric Gore at ericgore@thebusinesscoachoftexas.com, or call 214-668-1702. BCOT serves clients from its east Texas location (1307 West Main Street; Suite B-162 in Gun Barrel City, Texas 75156) and in north Dallas at 2510 Tarpley Road; Suite 100, Carrollton, Texas 75006. Visit the BCOT Web site at www.thebusinesscoachoftexas.com.

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