



## **FOR IMMEDIATE RELEASE**

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### **ADVISOAR ANNOUNCES LEADERSHIP DEVELOPMENT PROGRAM**

**Lewisville, Texas, 21 June 2004** -- AdviSoar, L.L.C., the firm renowned for its Developing Executive Relationships™ program, has begun development of a unique Leadership Development program. Designed for senior executives, AdviSoar's new program will focus on long-term mentoring relationships with and between c-level executives.

"It is broadly known that a declining leadership pool is increasing competition for the best and brightest executives globally. This leaves companies of all sizes with the looming question of how will they battle for superior leadership." said Robert Rockwell, a Managing Partner in the firm.

Rockwell adds, "Developing a leadership culture has been proven to be the most stable, predictable and cost-effective solution to this dilemma. Much of corporate America is driven by quarter to quarter operating strategies that have typically resulted in disenfranchised American workers."

AdviSoar points to Gallup's most recent research on the subject. It suggests that 29% of the U.S. workforce is engaged, 55% are not engaged and 16% are actively disengaged. This lack of engagement costs U.S. companies over \$300 billion a year in lost productivity. It is apparent that we are experiencing a leadership crisis.

Gallup and other recent surveys indicate that perhaps as few as 20% of employees (in U.S. companies) believe they work in an environment that allows them to be their best. Kelly McDermott, a Managing

Partner with AdviSoar, says, “The culture and environment of an organization is determined by the behavior of its leaders. So organizations need well-rounded leaders. These leaders must know how to create the environments which enable success. Moreover, they must be able to manage the interests of multiple stakeholders.”

AdviSoar’s leadership development program aims right at the heart of leadership. Their innovative approach develops leaders in community and is supplemented with one on one personalized coaching.

***About AdviSoar***

AdviSoar, L.L.C. is a leading provider of leadership development and mentoring programs for c-level corporate executives. Its principals are seasoned cross-industry executives themselves, with proven track records in sales and business development.

To contact AdviSoar please call 214-693-8776, or visit <http://www.advisoar.com/>.