



**FOR IMMEDIATE RELEASE**

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## **Peak Performance Group, Inc. Offers a New Twist on Selecting an Executive Coach**

### **Peak Performance Groups Utilizes Human Assessments to Determine Executive Coaching Needs**

**GLOUCESTER, MA – March 25, 2010**

Peak Performance Group, Inc. (PPG), a consulting firm that, since 1987, has specialized in providing complete global solutions to integrate and optimize their clients' leadership capability, organizational effectiveness and human potential announced today that utilizing human assessments prior to selecting an executive coach has shown a significant improvement of both the performance of the executive post-coaching and therefore an improved return-on-investment.

According to Dr. Richard Maybury, CEO and President of Peak Performance Group, Inc., (PPG) "Selecting a coach for an executive is similar to selecting a doctor. If you have a heart condition, you aren't going to a general practitioner but rather to a heart specialist. Why just select any coach? By utilizing a variety of scientifically validated human assessments we are able to determine the specific and unique needs of the executive in context to their business environment and thereby provide our client with a tool to select a coach whose skills, capabilities and experiences are key to supporting their growth."

Peak Performance Group offers a variety of validated professional human and organizational assessments which are selected and uniquely integrated in a variety of ways for a solution that best meets a client's particular needs. Download PPG's list of evaluation and assessment instruments and tools: <http://www.peakperformancegroup.com/pdf/HumanAssessmentTools.pdf>.

#### **About Peak Performance Group, Inc.**

Peak Performance Group, Inc. has been providing their global clients consulting, assessment, coaching and education services since 1987. PPG's provides products and services around organizational analysis and design, professional education and training programs, team development and team building, instructional design and development services, courseware licensing, executive coaching, talent optimization, and executive and employee performance assessments.

For more information, visit <http://www.PeakPerformanceGroup.com> or call us at + 1 978 281-5641.