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FOR IMMEDIATE RELEASE

*Development Coach Announces Launch Of Global Coaching Alliance:  
Specializes In Executive Coaching And Consulting*

(Philadelphia, Pennsylvania, August 18<sup>th</sup>, 2004) Executive Coaching Consultant Katherin Handin announced the formation and launch of the Global Coaching Alliance. GCA will focus on consulting, training and leadership directives in both the public and private business sector.

Already used by business owners and executives from Fortune 500 CEO's to mid-range businesses to optimize both personal and business performance, Handin explains how GCA was created to serve a growing interest in her services, both domestic and international.

"Executive coaching services have really been accepted as a viable and often necessary means to foster growth and health across the spectrum of any given business. With the formation of GCA, I've brought together a high caliber team offering a complete range of services including leadership development, strategic integration and design and employee-training optimization".

GCA's international alliance includes some of the industry's top executive coaches, trainers, and organizational consultants to provide single-source solutions using a multidisciplinary and centrally managed approach.

Global Coaching Alliance is an executive coaching and consulting firm dedicated to helping management professionals design compelling careers in the context of 21st century realities: rapid change, increasing complexity, global forces, and fluid organizational structures.

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For more information on GCA and its services or to schedule and interview with Katherin Handin please call: (215) 546-2679 or email: [handin@globalcoachingalliance.com](mailto:handin@globalcoachingalliance.com)