



## **Financial Services Firm EPOCH Announces Executive Mentoring Institute**

*Pioneering Program Provides a New Way to Coach*

**BOSTON, Mass., September 8, 2008** – Professional services firm [EPOCH<sup>SM</sup>](#), a broker of executives and accomplished professionals for short term and project based work for the financial services industry, announced today that it is launching a pioneering new Executive Mentoring Institute. Leading executive coach Catherine Manning, CPCC, has been selected to lead the program and will join EPOCH as Executive Director of the EPOCH Executive Mentoring Institute.

A recent study by the American Management Institute, called “A Global Study of Successful Coaching Practices,” documents the current and future trends in coaching and confirms that coaching is now recognized as an integral element in leadership development. The study states that “52% of all companies report having programs in place and of the remaining companies, 37% report that they will be implementing them in the future.” Further, in a recent Underhill study, the top criteria in coach selection were found to be “business experience, the ability to establish rapport with an executive and a focus on delivering or improving business results.” EPOCH’s Executive Capacity Builders, certified through its institute, meet all of these requirements.

The Executive Mentoring Institute will utilize a subset of EPOCH’s extensive portfolio of accomplished professionals to provide a new way to coach, offering experienced business professionals as mentors for high potential executives, as an integral part of their leadership development. EPOCH refers to this cadre of executives skilled in business and in coaching as Executive Capacity Builders. EPOCH has already experienced high demand for these individuals, with 40% of incoming resource requests specifying the need for executive mentors. In today’s market, two of the most critical issues affecting companies are: the need to drive results without adding fixed cost; and the need to develop individuals faster to replace the growing number of retiring baby boomers. EPOCH’s workforce solutions effectively address both issues.

“In the evolution of traditional business coaching practices, companies are now looking for people who are not only trained in coaching but also have real and practical business experience. We deploy proven and successful business leaders to effectively transfer their business competencies to new leaders or high potential individuals after having completed a coaching training course at the institute,” said Linda Stewart, President, Founder and CEO of EPOCH. “Our executive capacity builders

encourage executives to stop doing business as usual, by challenging current metrics, business models, competitive positioning, processes and strategies. The ability to increase the effectiveness of business leaders to drive short term and long term business results is dramatically increased through this process. After all, the best athletes have coaches, why shouldn't the best executives?"

Catherine Manning has over 20 years experience in the financial services industry where she held senior executive positions at State Street Global Advisors, John Hancock and, most recently, Deutsche Asset Management. Cathy is a certified professional co-active coach whose credentials also include certification as a "Bigger Game" trainer and an "Innerwork Solutions" trainer. Cathy, also an adjunct professor at Babson College, has mentored over 100 executives since opening her own executive coaching practice in 2002. She is a practicing model of what EPOCH's graduates will be – successful business leaders who are choosing to coach and mentor the next generation of leaders.

"I am delighted to be joining the EPOCH team and to be launching this new service offering," said Manning. "The value of executive coaching in leadership development has been well established for a long time. By coupling traditional coaching practices with real business experience and mentoring, executive and leadership capacity is dramatically expanded to drive real business results."

EPOCH is one of the first companies to pioneer the concept of engagement style work – a.k.a. ["workshifting"](#) – matching highly experienced executives and accomplished professionals with financial service organizations that need their deep knowledge and expertise on a variable cost basis.

For more details contact: [info@epochworkforce.com](mailto:info@epochworkforce.com).

## **ABOUT EPOCH**

[EPOCH](#) is a pioneering provider of executive project services that help organizations obtain the executive talent they need on a free agent basis for short term or project based work. The company's mission is to be the leading broker of independently employed executives and accomplished professionals in financial service organizations. EPOCH works with an organization's management team to accelerate the execution of critical business initiatives by identifying and engaging proven executives who have successfully completed similar projects around the world. Accomplished professionals in their portfolio have proven track records in planning and executing complex projects here and abroad.

EPOCH's founders each bring more than 25 years of executive business and recruiting experience in financial services. As accomplished professionals and executives in unprecedented numbers are seeking challenging projects in which they can leverage their expertise, organizations representing a

broad cross-section of the financial services industry rely on EPOCH's portfolio to meet their critical business needs.

More information on EPOCH and its Executive Portfolio can be found at <http://www.epochworkforce.com>. EPOCH is headquartered in Boston, Mass.

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