

Birkman and CoachInc.com Partnership Provides New Coaching Report

HOUSTON, TX – October 1, 2006 – Birkman International, Inc., a leading provider of behavioral assessments, announced an agreement with CoachInc.com today for direct access to its new Coaching Report. The Coaching Report uses the same in-depth analysis used in The Birkman Method® reporting, but has been developed specifically for coaches and is presented in a more simple, easy to read format.

Under the agreement, the Coaching Report will be available online at preferred pricing to all graduates and students of CoachInc.com.

“The Coaching Report is a concise report that captures the comprehensive measurement power of The Birkman Method® in simple, actionable terms,” said Sharon Birkman Fink, CEO Birkman International. “It is the most effective and efficient way for coach and client to begin to understand positive behavioral change through promoting self-awareness and self-management.”

"We have been waiting for the Birkman Company to develop a self-interpretive report useful for coaching,"said Jennifer Corbin, President of CoachInc.com. "This product represents the best of Birkman's in-depth analysis, yet is in a form that should be easy for our membership to use."

The Report assesses a complete range of social behaviors, including working within teams, creating an ideal work environment, and managing change – in addition to outlining potential conflicts and areas to explore.

The Report is a huge accelerant to the coaching process. It is a tool to rapidly engage and focus both the executive and the coach on the crucial issues affecting performance.

The Coaching Report was designed and developed by Birkman in collaboration with Dr. Rob Hicks, a licensed psychologist with a specialty in Industrial and Organizational Psychology, Director of the Executive and Professional Coaching Program at the University of Texas at Dallas School of Management, and a Birkman Certified Professional.

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About CoachInc.com:

Since 1992, CoachInc.com has trained the finest personal, business and corporate coaches in the world by educating more than 30,000 coaches in 60 countries to become coaches through its Coach U and Corporate Coach U programs. CoachInc.com continues to enhance and update its class content, reference materials and client programs to reflect the most recent advances in the coaching field. For more information: www.CoachInc.com or 1-800-48COACH.

About Birkman:

The Birkman Method® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information: www.birkman.com or 1-800-215-2760.