



PRESS RELEASE

For Immediate Release
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WABC Names New Registered Corporate Coach

Victoria, Canada (November 18, 2013) — The Worldwide Association of Business Coaches (WABC) has recognized Karla Brandau of Atlanta, GA with the Registered Corporate Coach (RCC) designation. This credential is awarded to business coaches who have learned key principles, skills and techniques for coaching effectively in businesses and organizations.

Registered Corporate Coaches are trained in both internal and external coaching. As internal coaches, they work with executives and managers to strengthen the organization's corporate culture. As external coaches, they work with businesspeople at all levels to help them succeed personally and professionally.

Wendy Johnson, WABC president and chief executive officer, comments, "The Registered Corporate Coach designation has been obtained by nearly a thousand practitioners worldwide. Coaches who have earned this designation are committed to our emerging profession. They've invested serious time and effort in developing specialized skills to bring out the best in others."

Brandau is the founder and CEO of Workplace Power Institute (WPI), an Atlanta-based company specializing in management consulting since 1986. WPI focuses on helping managers build superior relationships with employees that decrease turnover and increase engagement. A major goal of WPI coaching is to enable the manager to align employees with the business unit's goals and increase morale, thus increasing output and productivity.

Providing developmental coaching, consulting and management training to realize the state goal of superior relationships is an expertise of Brandau. Clients include Eaton/Caterpillar, ADP, Coca-Cola, and Dekalb Medical Center. Brandau notes: "Business and executive coaching is the perfect avenue for what I do best – working one-on-one with people in a supportive, goal-directed professional relationships to improve the results of the company."

Business coaching, which includes niches such as corporate and executive coaching, is one of the fastest-growing professional services in the world. WABC has represented business coaches and their clients since 1997, and is the first international association dedicated exclusively to the industry. Says Johnson, "Our goals at WABC are to set the highest international standards for business coaches, to create a lifelong ladder of learning for our members, and to build and maintain public trust in our industry. Offering rigorous professional designations for business coaches satisfies all of these goals."

About Workplace Power Institute

Workplace Power Institute (WPI) is a recognized authority in the delivery of coaching and training programs that increase the productivity and output of managers and teams. Their expertise covers leadership, communication skills, customer service, personality factors, and time management. To increase the value of their coaching and training, they offer a unique line of assessments.

Founded in 1986, WPI has seen steady growth in programs and clients. They work with Fortune 100 companies as well as with entrepreneurial start-ups.

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www.WorkplacePower.com Coaching Specific: <http://www.karlabrandau.com/registered-corporate-coach>

About WABC

The Worldwide Association of Business Coaches (WABC) is the first international professional association dedicated exclusively to business coaching and the only association of its kind to require advanced qualifications for membership. WABC's mandate is to develop, advance and promote the emerging profession of business coaching worldwide.

Since it was founded in 1997, WABC has seen its membership grow steadily. The hundreds of internal and external coaches who belong to WABC work with entrepreneurs, managers, CEOs, presidents and business professionals from all industries in the public, private and non-profit sectors. WABC members come from over 30 countries, including Australia, Belgium, Brazil, Canada, China, Germany, Japan, Mexico, the Netherlands, Poland, the Republic of Korea, South Africa, Turkey, the United Kingdom and the United States.

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