

APPLIED RESEARCH CORPORATION

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Applied Research Corporation Executive to Speak at the 14th Annual Garden State Council SHRM Conference and Expo

- Presentation to Focus on Aligning and Assimilating New Leaders -

METUCHEN, N.J. (October 31, 2005) – Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services, today announced that company Co-founder and Managing Director Jan Margolis will be speaking at the upcoming 14th Annual Garden State Council Society for Human Resource Management (SHRM) Conference and Expo on November 7, 2005. Margolis' session, "Aligning and Assimilating New Leaders: A Guide to Successful Transitions," will be held from 1:45 to 3:15 p.m.

The two-day educational conference, certified by the Human Resource Certification Institute (HRCI), will be held November 7th and 8th at the Ocean Place Resort & Spa in Long Branch, N.J. This year's conference, "HR Leadership: Engaged, Aligned and Accountable," is geared to business leaders and HR practitioners, and will highlight the profession's connection in achieving business results.

"Aligning and assimilating new leaders are important keys to organizational success," commented Margolis. "Yet, many organizations choose not to invest in supporting their new leaders, a decision that can be potentially devastating for the company, including poor financial results, decreased morale and costly turnover. Implementing a proven, practical framework is the first step in accelerating each new leader's transition while laying a solid foundation for long-term success."

An organization's success is dependent upon the strength of its leadership pipeline – the leaders that are presently running the business and those next in line. It's no secret that many studies have shown organizations are likely to face a shortage of ready now, qualified leaders in the near future. Part of the Organizational Development Track, this session will have attendees asking the question, “Is my organization prepared?”

An effective alignment and assimilation process is not just an orientation program that provides basic information to a new leader – it provides new leaders with a systematic, integrated process to achieve results. This session will provide advanced practitioners with the strategies and tools they can use to prepare newly appointed leaders to take charge. They will learn the approaches that help leaders strengthen vulnerabilities and avoid common pitfalls, while providing them with a road map to accelerate their transition and drive business results.

The 2005 conference offers over 30 concurrent sessions, two keynote addresses, networking opportunities, a career planning center, and over 50 exhibitors. For additional conference information and online registration to the largest HR-related conference in N.J., please visit <http://www.gscshrm.org/Conference/index.htm>. Editors interested scheduling an onsite briefing with Margolis should contact Adrienne Turner at (732) 542-2000, ext. 18, or adrienne@devonpr.com.

Applied Research Corporation works with organizations to institutionalize a customized leadership transition process that prepares leaders to take on new and significant business responsibilities. Developed by transition experts, *The First 120 Days*SM is a proven process that helps executives develop a detailed road map of how to take charge in their new role and reduce the time it takes to contribute to the organization. Applied Research Corporation also offers one-on-one transition coaching to help new leaders overcome areas of vulnerability, avoid common pitfalls and establish credibility for long-term impact as well as workshops for newly appointed leaders and their teams at all levels of management.

About Applied Research Corporation

Headquartered in central New Jersey with offices in Atlanta, London, San Francisco, Shanghai and St. Louis, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services. In a world where speed propels decisions, Applied Research Corporation helps organizations identify, develop and leverage people to make decisions, and become strategic assets and sources of competitive advantage. Through their new leader assimilation and transition services, Applied Research Corporation helps ensure the success of newly appointed managers and executives worldwide. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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