



MENTORS
PEER RESOURCES

FOR IMMEDIATE RELEASE

Cool & Associates and Peer Resource Network form cooperative initiative

Contact: Joseph P. Cool
Telephone: 248-634 2792

Cool & Associates, a Michigan-based domestic/international business development company and the Peer Resources Network, a Canadian-based non-profit educational corporation that promotes coaching/mentoring internationally, have formed a cooperative initiative to address the expanding need for cross-fertilization of coaching/mentoring and successful growth of industry throughout the world.

Coaching and mentoring are the latest techniques sought by expanding industries to assist with new employee orientation, career development, leadership succession, cultural diversity, and performance enhancement. "Mentoring and coaching are the fastest growing ways for organizations and individuals to achieve the results they want," according to Dr. Rey Carr, the Chief Executive Office of Peer Resources. "They are less costly than traditional training methods and show a greater return on investment," says Carr, "but even these techniques can be enhanced by top level marketing strategies."

Coupled with these coaching/mentoring techniques, advanced marketing techniques utilized by Cool & Associates permit developing synergistic markets within an industry with the inherent advantages of preparing unsolicited proposals with subsequent contract award throughout the world. "The advantage of such an initiative is relatively straight-forward considering the advantages of individual and organization coaching/mentoring in an expanding company", says Joseph P. Cool, Owner/International Business Development Manager of Cool & Associates. Mr. Cool brings to the table a long career in successfully completing projects throughout the world.

The initiative between Cool & Associates and Peer Resource Network is designed to leverage each company's core competencies to produce a product with unprecedented levels of synergy to a company in a given industry.