

# Media Release

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*Now is the time to rebuild talent support – keep good talent, attract the best, improve current – weather the crisis as an employer of choice. Copy the best-of-breed and invest in your talent using integrated coach to mentor programs. Your best will walk if you don't give them reasons to stay in a highly competitive market.*

Now is no time to ignore talent support and development. Tight economic times provide high risk that your best talent will move to jobs that either appear more stable or secure. Market churn creates opportunities for your best to leave you. So says the new co-CEO of Amazing Results Group (ARG) a merger of Amazing Results and iMentor-pro.



Michael Donovan should know. As one of the countries foremost business-mentors an author on the subject and a former award winning international CEO, he knows that talent can move if they are not supported and made to feel valued and worthwhile.

ARG's joint CEO Kylie Hammond agrees. With a background in top-level executive search, recruitment and executive coaching, she saw the opportunity to merge business interests and to offer corporate Australia a fully integrated coach and mentor service based on well trained and credentialed talent.

As a noted coach herself Hammond has seen first hand the ease with which key personnel can depart unless given genuine and valued reason to stay. "In 2005, the Fortune500 group were surveyed as to the attraction, retention and stickiness of executive support offers like coaching and mentoring, says Hammond.

75% of the top people saw their ability to access and engage with a top slight executive coach or business-mentor as a reason for their success, and to stay with an employer who offered such development – good times and bad.

"While the current business turnaround offers a way for businesses to shift low-performing talent, in the end they need to identify and retain their best so as to remain an employer of choice through trust and demonstrable talent support, said Donovan.

ARG, a merger of Amazing Results Coaching and iMentor-pro business-mentors launched 1 November 2009, not in response to the economic downturn but as a result of the benefits they separately were providing to clients and who saw an integration of the two support streams as a natural synergy.

"It has been our good fortune that many best-of-breed corporates, who have used our respective services, were looking to integrate coach and mentor offerings so that a better focus on the key business drivers of the company could be achieved. Our trained and business focused talent bank meets these needs, said Hammond.

With close to 70 coaches nationally and upward of 50 mentors ARG has a range of talent to suit most businesses.

## *Amazing Results Group Company Profile:*

Amazing Results Group (ARG) has assembled one of the largest and the highest calibre teams of Business Mentors & Executive Coaches, located in every capital city across Australia and throughout the Asia Pacific region. Through the ARG network, you will have exclusive access to high profile current and former CEO's and managing directors, as well the leading Executive Coaches in the region. ARG's Business Mentors and Executive Coaches have lead, or held key senior executive positions within corporate, public sector & education fields. Individuals within our network have held P&L responsibility for operations with turnovers from \$10 million through to billion-dollar corporations. The selection of your Business Mentor or Executive Coach is based on you and your specific requirements. Whether your organisation is large or small, every business owner and executive knows being in business is challenging. However, when you are teamed with a Business Mentor or one of our leading Executive Coaches, you can be confident of better motivation, decision-making and an increased chance of success is within your reach.

*For more information please contact:*

Kylie Hammond, Chief Executive / Michael Donovan Chief Executive  
Amazing Results Group  
Phone 1300 669 139  
Direct +61 2 9922 6175  
Mobile 041 990 7088 / 0407 600 939  
Web [www.argroup.com.au](http://www.argroup.com.au)

