

Applied Research Corporation Executive to Discuss Influential Presentation at SHRM of Central New Jersey Meeting

METUCHEN, N.J. (TBD) —

WHO: [Ray Crew](#), senior vice president, Leadership Development Services, [Applied Research Corporation](#), a leadership development consulting firm that specializes in leveraging human capital through accurate predictive assessment, insightful coaching, effective training and proven talent management strategies

WHAT: Will present “Influential Presentation for the Human Resources Professional” at [Society for Human Resource Management \(SHRM\) of Central New Jersey](#)’s monthly meeting.

WHEN: SHRM of Central New Jersey will hold its meeting Wednesday, October 7, 2009 from 5:00 p.m. to 7:30 p.m.

WHERE: Somerset Holiday Inn
Davidson Avenue
Somerset, N.J.

For more information or to register for this event, please visit <http://www.shrmcnj.org>.

DETAILS: Organizations of all types and sizes are struggling through the current economic crisis. The value added by Human Resources professionals is more critical than ever but it’s difficult for them to hold on to their budgets, their staffs and even their jobs. That’s why it’s essential that they effectively communicate their critical value Influential presentation is the key, because when influential people speak, they transform listeners into communities of shared thought, common purpose and collective action.

A leading performance improvement expert for more than 20 years, Crew has developed a wide variety of multimedia learning and consulting solutions for organizations challenged to develop leaders, measure performance and improve employee selection and succession. During this presentation -- which has been approved for one HRCI credit --Crew will show Human Resources

professionals how to use influential presentation to lead through these tough economic times. Attendees will gain actionable skills to help them build influential relationships with audiences and successfully motivate them, while communicating with their personal presence and style. They will learn the importance of being clear about their goals; why they are speaking and to whom; anticipating the needs of their audiences and preparing for their reactions and questions.

Crew is one of the trainers for Applied Research Corporation's Influential Presentation course. The Influential Presentation course is available via monthly full-day public workshops or can be tailored for a company's specific requirements. More information about this training course can be accessed at <http://www.influentialpresentation.com>.

About Applied Research Corporation

Applied Research Corporation's clients range from mid-size to global organizations that understand the business value of accelerating the development of key talent. Its diverse suite of talent management and training services and programs supplement succession planning and talent management for many of the world's strongest firms. Applied Research Corporation offers the experience and the capacity to support their needs on a worldwide basis. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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Media Contact:

Jeanne Achille
The Devon Group
(732) 706-0123 ext. 11
jeanne@devonpr.com