

## **Applied Research Corporation Recertified as Women's Business Enterprise**

— *Leading Human Capital Consultancy Passes Rigorous Certification Process* —

**METUCHEN, N.J. (July 8, 2009)** — [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, today announced its re-certification as a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council ([WBENC](#)).

The WBENC certification for women-owned businesses is one of the most widely recognized and respected certifications in the nation, accepted by thousands of national corporations, non-profit organizations and government agencies. By including women-owned businesses among their vendors, corporations and government agencies show their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

Among its portfolio of development programs, Applied Research Corporation recently launched its innovative short cycle and on-demand *Online Development Planning* process. The company's *Online Development Planning* solution teaches employees at all levels how to create their own individual development objectives that are aligned with their organization business objectives and signed off by their manager(s). In 90 days or less, employees can prioritize learning objectives, define observable metrics to evaluate improvement and recycle in a continuous learning process.

In addition, Applied Research Corporation's successful launch of [Influential Presentation](#) has received rave reviews from managers and executives seeking to strengthen their leadership presence and influence when making presentations while "at the table" with senior executives or in more public forums.

“We are please to have earned recertification by the WBENC,” said Jan Margolis, president of Applied Research Corporation. “The WBENC certification has been a significant factor in our growth and will continue to help us expand our existing business relationships and develop new ones.”

**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](http://www.arclead.com) or e-mail [sales@arclead.com](mailto:sales@arclead.com).

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