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FOR IMMEDIATE RELEASE

J.F. SMITH & ASSOCIATES CREATES BUSINESS & EXECUTIVE COACHING PRACTICE

FORT WASHINGTON, PA., March 20, 2012 – J. F. Smith & Associates (JFSA) is pleased to announce its new Business & Executive Coaching Practice to companies and nonprofits in the Greater Philadelphia Region. The new initiative was launched recently with the appointment of Robert A. Isaacson, MA, MSS as the firm's Coaching Practice Leader.

"As a result of the recession, there's been a fundamental shift in the marketplace," said JFSA President & CEO Joel F. Smith. "It's a time when incremental change won't work anymore. It's simply not enough. Leaders have to play a bigger game, a revolutionary one. And they have to cut through people seeing themselves on opposing teams, in separate functional silos, not communicating or in open conflict. That's the need we see out there. We're delighted to have Bob on our team."

With over 25 years of experience consulting to many of the major corporations and businesses in the region, Mr. Isaacson focuses on developing emotionally powerful, influential leaders, and building cooperative and collaborative work teams. He is the co-creator of one of the premier team building and employee engagement processes

available, TEAM: (Together Everyone Achieves More). Mr. Isaacson is a past Vice President for Corporate Affairs for ICF Philadelphia, an affiliate of the International Coach Federation.

A strategic advisory firm, J.F. Smith & Associates is dedicated to improving the people, processes and performance of the Greater Philadelphia Region's companies and nonprofits. The company's 10 associates empower clients to realize their full potential by providing targeted consulting assistance in strategic planning and in the five functional areas most affected by growth, transition, and uncertainty: Finance, Human Capital, Marketing, Information Technology, and Operations.

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