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**Executive Coaching Firm Celebrates Triple Digit Success
During International Coaching Week**

*Baker & Daboll's Growth Fueled by Meeting the Leadership Development and
Succession Planning Needs of Tri-State Companies*

CINCINNATI, OH (January 29, 2008)—Local executive coaching firm Baker & Daboll experienced triple-digit revenue growth last year as it met the area's rising business need for leadership development and succession preparation and planning services.

Baker & Daboll's three-year anniversary celebration on February 7, 2008, coincides with the 10-year anniversary of International Coaching Week (February 3-9, 2008). The goal of International Coaching Week is to educate the public about the value of working with a personal, business or executive coach. It also is an opportunity for coaches and their clients to acknowledge the results and progress made through the coaching process.

"Now more than ever, companies are recognizing that the coaching relationship is worth both the commitment of time and financial investment," said Vivian Kist, chief learning officer at Baker and Daboll.

Locally, Tapke Asset Management in Northern Kentucky has embraced executive coaching as part of their management development program.

"Bringing in someone that can help walk us through issues of communication, as well as assessing people's strengths and weaknesses - to get the most out of each individual - has been a good thing for our company," said Dick Tapke, president. "It is absolutely positively impacting our business. Our portfolio management group has embraced it fully and people are seeing the value. I would very much recommend coaching to other companies."

Mason-based Baker & Daboll has not only earned a reputation as the go-to source for leadership development at companies like Tapke's, but they have also been assisting other companies in a growing area – the development and preparation of new leaders – from industries as diverse as banking and finance to manufacturing and logistics.

"An important demographic has helped to fuel our growth," said Todd Uterstaedt, president and CEO of Baker & Daboll. "There is a silent 'changing of the guard' occurring in Ohio, Kentucky and Indiana—with the continued retirement of baby boomers retiring, more companies in our area than ever before are handing over the reigns of ownership and leadership to a new generation. The need for companies to grow and develop Generation X leaders to take their places has never been more important."

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Uterstaedt said that individuals who have led area companies for the past 20-30 years are preparing for their exits by carefully considering who can successfully lead the company upon their departures.

“It often goes unsaid that companies are not always quite sure who their successor should be, or whether or not they even have an internal candidate,” said Uterstaedt. “Baby boomers want to know what to do to make a smooth exit. Many leaders have a vested interest in doing succession planning properly, as their retirement is tied to the continuing success of the organization. This brings a clearer urgency to succession planning.

“Many leaders are asking us to help assess their candidates so they can determine who the best people are. We help them in a systematic and usable way with our assessment methodologies and coaching, which helps them make the right decisions.”

The International Coaching Federation (ICF) has experienced significant growth as companies realize the impact that coaching can have on the organization. In 2007 ICF membership mushroomed to over 13,000, gaining an average of 300-400 members per month. Last year PricewaterhouseCoopers also released an ICF-commissioned global coaching study which demonstrated how the young profession of coaching has gained a strong foothold in the marketplace, now contributing more than \$1.5 billion (USD) to the global economy.

The ICF, of which Baker & Daboll is a member, defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on business challenges and opportunities, enhanced thinking and decision making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their work.

About the ICF

The International Coach Federation is the leading global organization for coaches, with over 13,000 members in over 82 countries, dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches. For more information visit their Web site at www.coachfederation.org.

About Baker & Daboll, LLC

Baker & Daboll is an international, strengths-first, results focused executive coaching firm servicing organizations seeking to increase the value of their businesses by energizing the unrealized capacity that resides in their people. The veteran-owned company is located at 9378 Mason-Montgomery Road, Suite, 205, in Mason, Ohio. For more information, call 513-339-1007 or visit www.bakerdaboll.com.