FOR IMMEDIATE RELEASE

CONTACT: Jim Farrell, PR First, 781-681-6616, jfarrell@prfirst.com

**Marie Peeler of Peeler Associates Joins ICF Mentor Coach Registry**

PEMBROKE, MA, ISSUED OCTOBER 5, 2015… Peeler Associates, an executive coaching and leadership development firm working with individuals and organizations to increase their leadership effectiveness, today announced that Marie Peeler, CEO, recently completed Mentor Coach Training at Georgetown University and is now a member of the International Coach Federation (ICF) Mentor Coach Registry.

Mentor coaching, as defined by the ICF, provides “professional assistance in achieving and demonstrating the levels of coaching competency demanded by the desired credential level sought by a coach-applicant (mentee).”

To be listed in the ICF Mentor Coach Registry, one must be an ICF member in good standing, hold a current ICF credential, and agree to follow the ICF’s Best Practices for Mentor Coaching. Frequently, although not required, registered ICF mentor coaches have completed advanced training to prepare them specifically to mentor other coaches on the skills and competencies of coaching.

Peeler’s training in the Georgetown program covered each of the 11 ICF core coaching competencies as well as the specific markers that assessors are trained to listen for. The program offered the basics of mentor coaching, including structuring a mentor coaching offering, assessing the quality of a coaching conversation, and engaging in a powerful mentor coaching conversation. Components of the program included expert faculty instruction and interactive learning from instructors and peers, and discussed the “doing” and “being” that comprises effective mentor coaching.

“This training and registration was a natural progression of my growth as a coach,” said Peeler. “Having been in business for 10 years now, I have the knowledge and experience to give back to the coaching community in a meaningful way by being a coach mentor.

“Because my training at Georgetown was taught by ICF assessors, I feel confident that I have the tools and understanding to be of maximum benefit to new coaches seeking to build their skills around the ICF competencies and obtain credentialing,” she added.

***About Peeler Associates***

Peeler Associates helps leaders – both corporate and nonprofit – enhance their leadership effectiveness, focus on what’s most important, and achieve their goals. Believing that growth is vital in maintaining and elevating leadership effectiveness – growth of individual leaders, growth of leadership teams, and growth of organizations – Peeler Associates help leaders grow through executive coaching, team building, organizational development, leadership training, business retreats, and keynote speaking.

Principal Marie Peeler understands the challenges that today’s leaders face. Previously, she was a Managing Director for Harte-Hanks, an international direct marketing and communications firm, for nine years. During her tenure, she held positions as the President and General Manager of operating divisions on both coasts, where she had bottom line P & L accountability and managed staffs of several hundred people. She frequently speaks on the subject of leadership at industry events and for organizations. She has a Master of Science degree in Organizational Learning and Development and earned her coaching credentials at Georgetown University.  She is certified by the International Coach Federation, The Leadership Circle™, the Myer’s Briggs Type Indicator® and The Right Conversation. She has also received advanced training in and is authorized to use the Leadership Maturity Framework (LMF) and Profile (MAP). Peeler Associates is also a Massachusetts Office of Supplier Diversity (formerly SOWMBA) certified WBE. For additional information, visit [www.peelerassociates.com](http://www.peelerassociates.com), or contact Marie Peeler at 781-294-9203 or info@PeelerAssociates.com.