

FOR IMMEDIATE RELEASE

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**Bobbie Little Appointed to Eastern Regional Director, Executive Coaching
for Personnel Decisions International**

MINNNEAPOLIS (October 28, 2004) – Personnel Decisions International (PDI) today announced the appointment of Bobbie Little, MA to the position of Eastern Regional Director, Executive Coaching. Little will be based in Washington, D.C., and will report to David B. Peterson, Ph.D., SVP Executive Coaching with PDI and noted author of the best-selling book *Leader As Coach*.

A British-born American citizen, Little is an experienced international executive coach, and a pioneer in developing a high quality, consistent approach to corporate and enterprise-wide coaching. She has worked with senior and C-suite executives worldwide to achieve measurable results with high performing individuals and teams. She has considerable expertise working with leaders and new teams during mergers and acquisitions. In addition, she specializes in on-boarding (quickly orienting and training) newly promoted executives in their first 100 days.

Her prior career combines positions in the U.K., Australia, and the United States with her entrepreneurial experience founding a Global Executive Coaching Division for a major international consulting firm. Some of her clients included GlaxoWellcome, Ciba Geigy, Pharmacia Upjohn, Boeing McDonnell Douglas, Shell, Texaco, Cadbury Schweppes, Diageo, Nortel, ExxonMobil, DaimlerChrysler, Texas Instruments and HP.

A gifted speaker and writer, Little is regularly interviewed by the media regarding leadership and change management.

Little will also be featured in *The Art and Practice of Leadership Coaching: 50 Top Executive Coaches Reveal Their Secrets*, written by Marshall Goldsmith, Phil Harkins and Howard Morgan due to be published by John Wiley & Sons in early December 2004.

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About Personnel Decisions International (PDI)

PDI is a global HR consulting firm specializing in building a ready supply of leadership talent, now and for the future. PDI partners with its clients to understand the talent implications of their strategy, and design and implement solutions to drive organizational performance by: improving talent decisions; maximizing leadership effectiveness; minimizing risk; and increasing agility. PDI has more than 600 employees in 27 offices worldwide. Its consultants are internationally recognized for their grounding in research and the depth and rigor of their methods. For more information, contact PDI client relations at 920-997-6995 (in the U.S. 800-633-4410) or visit PDI's Web site at personneldecisions.com.