



News Release

PAR Group and Technology Association of Georgia to offer communications skills seminars for IT professionals

ATLANTA, March 5, 2007 – The PAR Group, an Atlanta leadership consulting firm, announced today that they have partnered with the Technology Association of Georgia (TAG) to offer a series of communication skills training seminars to TAG members.

Entitled *Effective Communications Skills for IT Professionals*, the two-session seminars will be led by Patrick T. Malone, a senior partner at PAR and a member of TAG. The seminars are scheduled for consecutive Fridays on May 2 and 9, August 8 and 15, and December 5 and 12, at the TAG headquarters in Atlanta.

"There is a real absence of leadership in business today and much of it is due to the inability to communicate effectively," says Malone. "While that breakdown in communication permeates the entire organization, it is brutally apparent between the IT group and their internal customers."

The TAG seminars will focus on helping the IT professional improve their communications skills as well as their leadership skills with hands-on activities using the participant's real world examples.

"TAG's mission is to educate, unite, and inform Georgia technology stakeholders. We are listening carefully to the needs and interests of our corporate members, and they have told us that they are interested bolstering how their engineers and IT staff communicate internal and externally. We are pleased to be offering this program with the expertise and reputation of the PAR Group behind it. I hope that many of our member companies will take advantage of this terrific opportunity," said Tino Mantella, President and CEO of the Technology Association of Georgia.

A new TAG offering, the *Effective Communications Skills for IT Professionals* seminars are a result of needs identified by TAG's Employee Education Committee. The seminars were tested last fall in a pilot program coached by Malone.

Lee Brown of Systems Evolution, Inc., who has taken the communications course, describes the PAR skills training as perfect "if you think you have good communication skills but are frustrated by your ability to affect change in your organization."

As a leadership trainer and coach, Malone has worked with a number of Fortune 500 clients including Coca-Cola, Delta Air Lines, Hewlett-Packard, Ft. Dodge Animal Health, DuPont, the United Way, Siemens Medical, Verizon Wireless, and the American Cancer Society. Malone, who has thirty five years of experience in operations and sales management, is the co-author of the new book [Cracking the Code to Leadership](#).

About The PAR Group

Headquartered in Atlanta, Ga., and founded in 1979, The PAR Group (www.thepargroup.com) has successfully coached over half a million people, from CEO's to customer service representatives, on how to influence other people to take action. As a result, The PAR Group is recognized an international training and consulting leader that has strong, long-term relationships with companies all over the world. Included among PAR's client list are Barclay's

Bank, Coca Cola, Delta, DuPont, Fort Dodge Animal Health, Hewlett-Packard, IBM, Merrill Lynch, Quaker Oats, Southern Company, Thomas Cook and Verizon.

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