BCK Corporate Psychologists
BARGER, COWART & KENNEY, LLC

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Barger, Cowart & Kenney Initiates Employee Assessment

and Executive Coaching in Asia

Atlanta, Ga., July 25, 2005 – Charles A. Cowart, Ph.D., Atlanta-based psychologist and Managing Partner of Barger, Cowart & Kenney, LLC (BCK), a corporate psychology firm, recently traveled to Bangkok, Thailand, to initiate consultation services with a major distributor of seafood in Southeast Asia.

Barger, Cowart & Kenney's successful consulting with a supply and distribution client in Europe and the Middle East resulted in a referral to the Bangkok-based distribution company. The seafood distribution organization was experiencing similar difficulties with employee turnover and organizational misalignment. To address these concerns, Dr. Cowart met with executive management on issues of employee selection, retention, and development, and proposed that a selection assessment process be implemented to address these issues. Dr. Cowart is scheduled to make quarterly trips to conduct pre-employment assessments to assure "goodness of fit" between the candidates and the company and, thus, increase retention. He will also focus on implementing a corporate employee development plan, as well as assisting management with team-building and executive coaching.

Barger, Cowart & Kenney has been focused on increasing their international business over the last year and a half and is excited to be expanding into Southeast Asia. “There is great opportunity for mutual learning when you work with diverse cultures,” stated Dr. Cowart. “It is important to keep these cultural differences in mind as you approach problem issues within an organization. Cultural norms and mores must be taken into account in order to successfully implement change and assist organizations in obtaining their goals.”

Barger, Cowart & Kenney, LLC, is an executive and management consulting firm based in Atlanta, Georgia. Our mission is to provide management teams with highly customized and personalize consulting services including executive assessment and coaching, employee selection and development assessments, assessment centers, organizational development, and succession planning. Our licensed psychologists and consultants have more than half a century of combined professional experience and a wide range of skills which allow us to assess and address the myriad issues that concern employees and management at all organizational levels. We are a client-centered business that values and nurtures professional relationships with both individuals and organizations. For more information visit www.bargercowartkenney.com.

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