



News Release

Penelope Brackett Joins CorpTalk as Senior Consultant

Featured in The New York Times, and on The Today Show

Westfield, October 7, 2009 – Penelope Brackett has joined CorpTalk, LLC, a regional provider of high-quality executive coaching, organizational design, organizational development and corporate communication consulting. As a Senior Consultant, Ms. Brackett joins the CorpTalk team in helping business leaders and companies discover creative solutions and change strategies, focusing on innovation and communication in ways that yield sustainable and measurable business results.

“In today’s dynamic, high-pressured business environment, our clients are looking for ways to leverage every effort while tapping into the full skill-set of every employee or team ” said Maria Seddio, President of CorpTalk. “There is no room for waste or stagnation. Penelope’s dynamic approach will help foster creative teamwork so companies can respond consistently, immediately, and effectively in order to handle challenges and seize opportunities.”

Penelope’s previous experience as a director, producer and actress – as well as the seventeen years of experience coaching clients in fast-paced, media-oriented industries – make her uniquely suited to helping clients maximize their creative thinking and effectiveness in presenting and selling their ideas. Prior to joining CorpTalk, Ms. Brackett, a Master Certified Coach, was principal of The Creative Seed Career/Life Coaching. She is the co-author of “Seven Keys to Success without Struggle”, her first book which merged creative thinking with practical business skills to support artists in business breakthroughs. She has been featured in The New York Times, The Today Show, Child Magazine, The Reading Hour and, The Coaching Hour.

“In the same way that necessity is the mother of invention, creativity is the upside of this downturned economy” said Ms. Seddio. “Penelope is coming onboard at a critical time for our clients and an opportune moment for CorpTalk. We are expanding our offerings to respond to the needs and pressures of our client companies for cost-effective programs that can provide creative solutions and breakthrough communication. In addition to delivering our core programs, and private leadership coaching, Penelope will guide clients through our full suite of cost-effective, proven successful, online coaching. Having Penelope on our team will enable us to better deliver the creativity that companies need – not just to survive, but to thrive!”

Contact: Maria Seddio at 888-705-0222; mseddio@corptalkonline.com

About CorpTalk:

CorpTalk, a WBE-certified, woman-owned business, helps organizations improve and evolve through innovation and operational effectiveness. CorpTalk utilizes a fully-developed content library, and proprietary design elements to introduce systems thinking and conversation as a core business process. They create cost-effective, sustainable solutions that support high-priority strategic initiatives and the development of agile, change-ready cultures. Additional information may be found at www.corptalkonline.com

CorpTalk. “Be in the Conversation.”