



Corporate Fact Sheet

The Company:

Since 1995, Jennifer Corbin and The Balance Studio have coached individuals and organizations to enjoy more success while sacrificing less. Small business owners, entrepreneurs, professionals and executives hire Jennifer to help them raise the bar on their businesses, careers and lives. Jennifer holds a Professional Certified Coach designation with the largest coaching organization in the world, The International Coach Federation.

Jennifer Corbin has facilitated the learning of coaching skills to thousands of individuals and managers in several countries. In fact, Ms. Corbin designed Coach U's premiere live coach training program using adult learning methodologies, which is now its flagship product. Also, Jennifer has co-written sections of three coach training textbooks published by John Wiley & Sons. Jennifer frequently mentors, individually or in a group format, newer coaches who aspire to become masterful coaches.

Markets and backgrounds of The Balance Studio's Clients and Participants:

Participants come from virtually all walks of life and occupations. It is common for consultants, executives, human resources professionals, business owners, healing arts professionals, and all types of managers to participate in teleclass and live programs. Work-Life Balance skills benefit everyone who has multiple commitments and not enough time.

Marketing:

The Balance Studio uses a direct sales method of marketing. Many clients and participants come to the programs either through referral and word of mouth marketing. Others find out about The Balance Studio's training and coaching programs via the Website and publicity coverage.

Differentiators:

The Balance Studio's innovative programs are recognized as the most effective and comprehensive training available for people who are seeking more work-life balance: more success without sacrifice. The Balance Studio maintains a commitment to continual refinement and updating of its class content and reference materials, as well as development of easy-to-use tools and models that differentiate it from competitors. These proprietary tools include: self-assessment checklists, learning tools and books and success principles.

Corporate Headquarters:

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