

Ask for Alchemy Announces Partnership with Accord Strategies For Expanded Leadership and Management Training Programs in U.S. Market

International management training and executive coaching consultancy collaborates with regional business firm to offer innovative leadership training and development methodology to U.S. corporations.

New York, NY – August XX, 2011 -- Ask for Alchemy (AFA) (www.askforalchemy.com), an executive development training and team building consultancy, today announced it has formally partnered with New Jersey-based business planning and organizational consulting firm, Accord Strategies. The partnership enables Accord Strategies to offer Ask for Alchemy's specialized and innovative leadership development services based on core holistic principals of effective authenticity, to small, mid and large corporations across the U.S. The two firms are also collaborating on the development of an expanded line of group and individual training programs for executives and teams to achieve higher levels of creativity, productivity and professional satisfaction launching in 2012.

"We chose Accord Strategies as our U.S. partner because of their intelligent and effective approach to business consulting and their industry expertise," said Sofia Costa Quintas, founder and chief energy officer of Ask for Alchemy. "Accord is a fast growing and creative firm in the U.S. that offers substantial executive and other types of training programs. Adding the unique AFA approach and methodology to corporate leadership training to a firm with Accord Strategies vision, outreach and infrastructure was a perfect fit for us."

The Ask for Alchemy programs are a departure from average leadership development programs that are highly tactical and focused on building a distinct set of skills. The Ask for Alchemy approach is holistic and encourages individual awareness to promote motivation. The AFA method develops in team members and leaders the necessary skills to stay nimble in today's business environment, while cultivating effectiveness by focusing on well-being and personal growth at all levels. The custom AFA programs are grounded in real world organizational demands, and are built to tangible and measurable action plans that produce immediate and long term results.

"At Accord Strategies we were looking to expand our capabilities in our leadership training programs in a new and innovative way as we found the old training methods were no longer as effective in the current explosive business environment. We were completely transfixed by the unique perspective and effectiveness of the Ask for Alchemy training methods," said Amy Simon, partner, Accord Strategies. "Today's global economy and multicultural environment demands a unifying corporate language, one rooted in common human experience and understandings, one that teaches us to grow and change quickly in the volatile market place, and a constant 24/7 information cycle. The Ask for Alchemy method crosses culture and business styles, and provides a common language to motivate and inspire corporations to achieve excellence."

Global brands currently using the Ask for Alchemy training modules include Accenture, BOSCH Security Systems, Clarins, the Rainforest Alliance, and Xerox among others.

About Ask for Alchemy

Ask for Alchemy is a holistic executive development training and team building consultancy based in New York City and Lisbon, Portugal. Ask for Alchemy services global organizations looking for a refreshing and proven methodology in developing executive talent that will lead and inspire innovation while exceeding business objectives. By taking a holistic approach to coaching, Ask for Alchemy helps

turn knowledge into wisdom that gives high potential leaders an edge. Ask for Alchemy was founded by Sofia Costa Quintas who is a published author and international speaker on the topic of management coaching and development techniques. For more information, please visit www.askforalchemy.com or find us on Facebook.

About Accord Strategies

Accord Strategies, LLC is a multi-faceted firm that maximizes business potential through Public Affairs, Public and Community Relations, Marketing and Business Development, Leadership and Compliance Training creating and implementing comprehensive solutions to today's business and organizational challenges. Accord Strategies, LLC approaches today's business environment from a 360° perspective – working in Accord on divergent issues that affect an entity's global impression in the marketplace, and fiscal bottom line. To learn more about the services of Accord Strategies, LLC visit, www.accordstrategies.com/services.

Media Contact: Jocelyn Johnson, Gravitas Communications, 212-924-9500, Jocelyn@gravitas-pr.com