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NEWCOMM GLOBAL DEBUTS VIRTUAL SHEADERSHIP(tm) MENTORING PROGRAM

Leverages 12 years of Uplifting Women in Tech Mentoring for Both Genders

MOUNTAIN VIEW, CA. Today, The NewComm Global Group, Inc., an international management consultancy specializing in global markets expansion and global leadership development, announced the launch of SHEADERSHIP(tm), a boutique mentoring program that leverages the firm's deep experience in uplifting Women in Technology and STEM fields. Open to both genders in Technology and beyond, the program has been designed for women, as its name implies, and men are also welcome.

"We are only accepting eight new participants in 2014 in order to provide the highest levels of service at very accessible introductory rates, "noted NewComm Global's CEO, Lucie Newcomb."We offer three different options, each tailored to different stages and goals, so that clients can be supported in both the short- and long-term, in achieving their personal and/or professional objectives."

The options include:

I) Sheadership Discover(tm)- 3 months

1. Goals, Objectives and process scoping
2. Values Clarification: Assessment, Reports and Analysis
3. Leadership Statement and Mentoring Plan Co-Design and Shepherding
 - a. Minimum of 1 monthly phone or video call (30 minutes), for a total of 4 calls, with Chief Mentor, Lucie Newcomb, in support of plan and personal progress.
 - b. Interim email support (up to 3 per month)
 - c. Check-in and co-created next steps

II) Sheadership Accelerate(tm)- 6 months

1. Goals, Objectives and process scoping
2. Values Clarification: Assessment, Reports and Analysis
3. Leadership Practices Inventory - Assessment of Leadership behaviors frequency
4. Leadership Statement, Mentoring Plan Co-Design and Shepherding (Advanced)

III) Sheadership On-Demand(tm) - 3-6 months

1. Goals, Objectives and process scoping
2. Values Clarification: Assessment, Reports and Analysis
3. Framework: Largely Q & A in nature, this option is good for clients who want support around specific challenges or who prefer to work "off plan" on a number of discreet issues. Leadership Practices Inventory available for an additional fee.

"Our philosophy is simple: Learning and development are lifelong processes. Leadership development is not a path to perfection, but to the achieving and flourishing of potential at work, in life, and in the world. We are eager to support those seeking a career-based focus but if there's an opportunity to support an individual stepping forward in capacity-building, in life, we are there, front and center, to help evoke deeper levels of leadership and development. It is a pleasure to be able to contribute our deep domain expertise in global business, marketing and leadership development, as well as our many years of mentoring experience".

Ms. Newcomb also commented on the difference between mentoring and coaching. "Coaching tends to be more intensive; more hands-on. Although we are delivering this in a way that's highly similar to a coaching practice, the mentoring focus is different. Mentors generally act more like tour guides and less like trainers, showing clients the way and helping them stay on their chosen track." In addition to leading NewComm Global as a marketing and management executive, Ms. Newcomb holds a Master's degree in Leadership and is Sheadership 's Chief Mentor. Currently a mentor in three programs, she has been mentoring and learning for more than a decade and is a co-author of the International Leadership Association's anthology, *Women as Global Leaders (2014)*.

THE NEWCOMM GLOBAL GROUP, Inc. helps companies master "Global Business from the Inside Out"™, with accelerated programs in global markets expansion and global leadership. In addition to our proprietary methodologies, we are credentialed in the Leadership Practices Inventory and the Hall-Tonna (Values) Inventory, with some staff members also fluent in French.

For further information, please visit www.newcommglobal.com/Sheadership-mentoring.html

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