



News Release

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FOR IMMEDIATE RELEASE

Canadian Winner of International Business Award is Announced

A highest honour goes to Canadian Company

March 8, 2010 Brentwood Bay, BC -

The winner of a prestigious international business award entitled “Pride of HR Profession Award” is Ms. Betska K-Burr, Co-President of Coaching and Leadership International Inc. (CLI).

She is a Director for the International Institute of Coaching – a global governing body for the coaching industry.

Dr. R. Bhatia, Conference Director of The World HRD Congress, confirms that “It is a highest honour which an individual can receive for his or her contribution in the field of human resources.” K-Burr was honoured for her “contribution to the HR strategy unit.”

The Congress is the largest gathering of international human resource professionals. This year 96 countries were represented.

Who: Betska K-Burr, Co-President of Coaching and Leadership International Inc. (CLI)

WHAT: Recipient of “Pride of HR Profession Business Award”

WHERE: Mumbai, India

EVENT: [World HRD Congress](#)

WHEN February 11, 2010

Traveling to India to pickup her award, Ms. K-Burr stated *“After 15 years of research and development of human resource tools, namely coaching and leadership methodologies, it feels like I am winning a Nobel Prize for HR. It is a great honour to be recognized by this noble organization.”*

K-Burr is the developer of The Brain Walk® – considered “The World’s #1 Positive Thinking Tool”.

She is also the developer of 80+ coaching and leadership methodologies entitled “Power Coaching® with Mind-Kinetics® (PCMKT™)”. Benefiting from her search are professionals from around the world such as CEO’s, corporate and government managers, sales professionals, psychologists, therapists, consultants, trainers, professional speakers, lawyers, doctors, athletes and sports coaches.

Special guest speaker at the Awards Ceremony was His Excellency, The Prime Minister of Bhutan. The Prime Minister reiterated his country’s direction to not measure their progress on the GDP which he believes is “used wrongly as an indicator of society’s development”. Instead the Kingdom of Bhutan uses the Gross National Happiness factor. Their belief is that a company and a country “... must address emotional, psychological and spiritual needs of the individual.” CEO’s and HR pros were invited to consider restructuring how they measure success in their organizations.

CLI’s head office is in Brentwood Bay, British Columbia Canada on Vancouver Island. They are recognized as The Global Leaders in Mind, Body, Spirit Coach training. K-Burr’s

development of PCMK™ has won previous awards for innovation and entrepreneurship.

To interview Ms. K-Burr and/or request more information:

media@coachingandleadership.com.

Photos can be downloaded at www.coachingandleadership.com/awards

In 1999 a group of concerned coaches came together to establish the IIC, originally formed as the ECI, under the leadership of Ben Botes as the original founder and CEO. Ben was ably supported by Aina Egeberg who was head of Erikson Coach Training in the UK. The initial focus was on life coaching but this was quickly changed to embrace [all areas of coaching](#), including Business, Executive, and Corporate of coach-ing. The current [President and Vice President](#) joined in 2002 and stepped into their leadership roles a year later.

Find us [online](#), and be part of the Professional Coaching community!



Kind Regards,

Steve Breski

Communications Manager

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Coaches and Coach Training Providers Accreditation Body
creating excellence in the coaching profession

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