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New premium career development tool launched by National Black MBAs

Online program offers personalized roadmap and coaching for professional success

CHICAGO (July 19, 2005) - The National Black MBA Association (NMBBAA) is launching an integrated online professional development program today that will offer subscribers a comprehensive arsenal of tools to maneuver the unwritten processes and subtleties of corporate America.

NtentialSM is a premium interactive system with a proven method leading to increased organizational logic for getting ahead in business and life. The system combines access to personal coaching and highly integrated online resources to help users unlock their infinite career potential.

The state-of-the-art application strategically assists subscribers on four different levels of experience:

1. Entry-level for students, recent grads and those with less than three years of professional experience.
2. Re-directing for those seeking a career transition.
3. Mid-career for managers, supervisors and leaders seeking advancement.
4. Self-actualized for seasoned skilled professionals looking for new challenges.

“We asked NMBBAA members who were at the top of their game and learned that coaching has been one of their secret ingredients for success,” said NMBBAA President and CEO Barbara Thomas. “We are excited because NtentialSM provides executives, entrepreneurs and students at every level access to the kind of high-power coaching – plus an incredible array of online resources – that typically is reserved for the most senior executives and leaders in an organization or company.”

NtentialSM is the latest product offering of the NMBBAA, the nation’s preeminent professional service organization for African Americans. The service was piloted with eight chapters in the Eastern region of the country this past fall and received tremendous endorsement from the initial “Candidates for Success” who all had varied backgrounds and professional experience.

The system is multi-tiered and begins with a holistic online self-assessment survey of the subscriber's personal strengths and assets including core values, temperament and personality type. Next, users are guided to a work plan that assists them in re-designing a vision statement, resume, interviewing tools and other fundamental career planning. Secured discussion forums and bulletin boards are offered by the service to encourage networking. The information database is also available to users who need to research companies, industry trends or career success stories of global business leaders.

The personalized component of NtentialSM is the ability of users to select from one of many certified career and life coaches who will provide excellent feedback, honest advice and high-quality interaction. "Coaching creates trust, accountability and an environment where you can talk about values, goals and any impediments to misinterpretations that may block career success," Thomas said. "This is critically important to the positive development of any professional," she said.

And for corporate partners, NtentialSM adds value by being used as an employee benefit, an internal system to build leaders or teams, or as a dynamic branding platform.

The personal enhancement strategies are available to all professionals regardless of whether you hold an advanced degree or not. The nominal enrollment fee includes a 3 month subscription to the online tool and 2 hours of personal coaching.

Celebrating its 35th anniversary this year, the National Black MBA Association is dedicated to creating partnerships that result in intellectual and economic wealth in the black community. With more than 7,500 members, the association represents 100,000 MBA graduates. Its annual conference – to be held in New Orleans October 11th-16th – will feature the world's largest career fair with more than 15,000 participants expected this year.

For more information about NtentialSM, please visit www.nbmbaa.org.

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