



Contact: Gary Woonteiler or Maggie Cochran, info@woonteilerink.com, 781-875-1958

FOR IMMEDIATE RELEASE

Senior Industry Professional Bob Fleshner Launches Career Coaching Firm in D.C. Area; EPICOACH also Provides Consulting and Speaking

BETHESDA, MD, June 19, 2017--- EPICOACH, a career coaching firm that specializes in executive, professional, and individual coaching, was recently launched in Bethesda, MD, with the primary aim of helping clients unlock their career potential. In addition to career coaching, EPICOACH services include management consulting and speaking engagements.

According to EPICOACH founder and president, Bob Fleshner, a certified industry career coach, “Seventy percent of employees surveyed in a recent Gallup poll either hate their jobs or are disengaged, and not even incentives and extra benefits help. EPICOACH was formed in response to these needs.”

Fleshner says that although many people call themselves career coaches, there are few experienced and practical professional career coaches who have run Fortune 500 divisions and start-up companies.

“Our mission is to help employees at all levels transform their careers, either by advancing in their current positions or switching careers,” says Fleshner. “We help clients unlock their potential and remove barriers to success. We provide results-oriented services, and research supports our approach.”

According to the International Coaching Federation’s (ICF) Global Coaching Client Study, 99% of clients reported improved work performance, business management, efficient time management, team effectiveness, and more growth and opportunities following their work with professional coaches.

EPICOACH’s model consists of a series of customized questions and assessments. The coach partners with clients to help them gain a better understanding of what is holding them back by evaluating their current status and future goals—and jointly designing a path to achieve those goals. Through this process, clients reach their own informed conclusions about how to get their careers to the next level.

EPICOACH features a “three-act” approach designed to optimize the path to career success. Act One is where coach and “coachees” gather background, perform assessments, and chart a plan. Act Two explores the barriers that are preventing the coachees from reaching their potential. Act Three is the conclusion, the point where lessons are learned and career transformation can begin.

EPICOACH is targeting startup companies as well as large corporations and law firms, with Fleshner assisting clients by drawing on his own career experiences. Fleshner generally meets one-on-one with clients but also provides group coaching, and he can coach clients virtually anywhere via Skype.

According to former and current clients of Fleshner, he is an excellent role model because he has “been there and done that.”

For over three decades, Fleshner has faced many challenges and realized success in consulting, mentoring, business development, personal training, publishing, and more. A marathon runner, he has been a lawyer, a healthcare CEO, a management consultant, a one-man startup, an entrepreneur, and a corporate Fortune 500 executive.

On Track

Most recently, Fleshner was CEO and race director for the American Odyssey Relay, a 200-mile team race, from 2008 to 2017. Previously, Fleshner was United Health’s East Region President for its \$1.3 billion Medicare Advantage business and CEO for the Mid-Atlantic region's \$300+ million health insurance business. He was also CEO of Internet startup rdental.com, a consultant on business development for Fortune 500 and startups, and Vice President of Law and Real Estate for Feld Entertainment and the Ringling Bros. and Barnum & Bailey. Fleshner began his career as an Associate Attorney for Keller & Heckman LLP, Washington, D.C.

His accreditations include Leadership Coaching for Organizational Performance from American University and the District of Columbia Bar. Fleshner is also becoming certified in DiSC, an assessment tool designed to improve performance.

A Bethesda resident, Fleshner graduated from George Washington University Law School with a Juris Doctor and from Boston University with a B.S. in Communications.

EPICOACH is a career coaching firm based in Bethesda, MD, specializing in Executive, Professional, and Individual Coaching. Serving the Greater Washington D.C. area and beyond, EPICOACH helps clients unlock their career potential by providing the tools to help them reach their own conclusions. The firm provides a range of services, including individual and group coaching, consulting, and speaking opportunities. For more information, visit www.epi.coach.

###