

For Immediate Release

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Local Business Man Honored With International Award:

Moss Jackson, PhD., awarded prestigious honor for his research into Generation Y

ARDMORE, Penn. – Moss Jackson, PhD., President of Corporate Initiatives and Co-Founder of the Center for Psychological Services in Ardmore, Pennsylvania, has been awarded the prestigious Chairman's Award for Research at the Target Training International (TTI) Winners' Conference in Scottsdale, Arizona. TTI President Jim Robbins presented the award to Jackson on January 25, 2009.

TTI, the world's leading developer of researched-based personal and professional assessment tools, helps businesses and organizations effectively manage their most valuable asset--people. TTI's tools are used in more than 50 countries, and available in 26 languages.

Recognized for his efforts to contribute to the research that validates TTI's assessment products and expands upon its applications in the workforce, Jackson's recent research centered on the buying behaviors of Generation Y, young adults aged 18-28.

In commenting on his crucial research in understanding, marketing, and selling to this 75,000,000 plus group, Jackson stated, "By 2010, Generation Y will have more disposable income to spend the Baby Boomer Generation. A failure to understand Generation Y--what makes them tick, what motivates them, and how they make decisions--may well mean that sales people, executives, corporate decision makers, and organizations will lose an abundance of business opportunities."

Jackson researched and benchmarked the best practices necessary to reach Generation Y individuals. He discovered fourteen key competencies, behaviors, and attitudes that successful sales people possess in their interactions with young adult customers. Among those key competencies were customer focus, interpersonal skills, personal accountability, self-starting, and resiliency. For a complete description of Jackson's findings, please visit www.corporateinitiatives.com.

Bill Bonnstetter, Chairman of TTI, hailed Jackson as a true advocate for his work in using personal assessments to effectively discover more about talent in the workplace, and added that Jackson's research would clearly provide valuable information from which any business can both learn and grow.

Moss A. Jackson, Ph.D. is a clinical and organizational psychologist who has been practicing in the field for over 30 years. Jackson's parent company, The Center for Psychological Services, has served the Main Line area for over 35 years. Jackson and his team of executive coaches and therapists center their work on their mission of teaching people creative solutions to life's challenges. A psychotherapist who specializes in coaching adolescents and adults on how to succeed in today's world, Jackson is also the author of *Navigating for Success: Passion, Goals, and Action*. Imminently readable and filled with practical advice, *Navigating for Success* provides the roadmap to finding your unique pathway to success, and is an especially relevant guide to navigating today's uncertain economy and challenges. *Navigating for Success* is available at www.amazon.com, and is available for order wherever fine books are sold. Scottsdale, Arizona Based Target Training International, Ltd. is the leading developer and marketer of research-based, validated assessment tools to help businesses and organizations effectively meet their human resource needs. TTI's products are used by

over 7,000 Value Added Associates in more than 50 countries and are available in 26 languages. TTI's assessments are used by over 5 million people worldwide for personal and professional development and effectiveness.

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