



DR. KEN JACKSON

KEN JACKSON is a licensed Industrial/Organizational Psychologist specializing in the areas of individual, team and organizational assessment and development.

He has conducted thousands of interviews and feedback sessions for the purposes of helping senior management recruit, select, promote, and develop manager talent and assess organizational needs. He frequently serves as coach to managers considered to be on a fast track as well as those experiencing obstacles to success. His work has led to the development of processes and programs for insight development, conflict resolution, stress management, team development and personal motivation. In addition, his background includes work in test development, validation, and interpretation and assessment center development and administration.

Ken holds a Masters and Ph.D. from the University of Georgia and a Bachelors from the Georgia Institute of Technology. He has received leadership training and management experience in the military, government, and private sectors. He is also a certified Birkman consultant and co-founder of Jackson, Wong & Associates. Over the past 25 years, he has served as a management consultant to numerous clients in a wide range of industries and has worked internally in production supervision and human resources management.

Ken is a member of the American and Southeastern Psychological Associations, the Society for Industrial and Organizational Psychology, and the Atlanta Society of Applied Psychology.

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WILSON WONG

WILSON WONG, a licensed Birkman Consultant and co-founder of Jackson, Wong & Associates, facilitates workshops and seminars for insight development, team building, conflict resolution, diversity training, and stress management. He also works with individuals on career management issues and serves as a coach to executives seeking to further enhance their effectiveness.

His aptitude for understanding diversity and human behavior is based on formal training and his unique set of life experiences. Born at sea on the Pacific Ocean, his early childhood was spent in the Mississippi Delta as an Asian in a black and white society. After graduation from Georgia Tech in Industrial Design, he returned to assist in the management and operation of his family's business in Jackson, Mississippi where he also served on the Mississippi Restaurant Association Board of Directors. He later spent four years in San Francisco pursuing a career as a writer and photographer and serving as president of the Angel Island Immigration Foundation, a non-profit restoration organization.

Wilson's 18 years in the restaurant industry, coupled with his extensive travels through Asia, Europe, and North America, have brought him in contact with hundreds of thousands of people. These experiences have given him an appreciation of and for the diversities and similarities among people throughout the world. He also has developed a strong ability to assess quickly the moods and needs of diverse personalities of individuals and groups and responds to meet those needs.

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SACHI KOTO

SACHI KOTO is currently an anchor for CNN Headline News. As an associate of Jackson, Wong & Associates, she promotes diversity awareness and appreciation, serves as a coach in media presence for executive development and career enhancement, and advises on expatriate-related issues.

Sachi is a third generation Japanese American, born and raised in Atlanta, Georgia. She holds a diploma in Japanese language and culture from the Gendai Nihongo Institute of Tokyo, Japan.

She began her broadcasting career at WQXI Radio in 1974 as a news reporter/anchor and moved into television in 1975 as a reporter for WAGA-TV5 in Atlanta, Georgia. As a means of discovering her Japanese heritage and furthering her career internationally, Sachi moved to Japan and served nine years as an anchor for JCTV (Japan Cable Television) and as an anchor/reporter for NHK Broadcasting Corporation (Nippon Hoso Kyoku). Her career history also includes modeling, voice work for commercials, movies and technical films, and corporate experience in human resources and community relations.

Since joining the CNN News Networks in 1987, Sachi has also anchored for CNN International, Turner South, CNN Airport and CNN Radio.

E-mail Sachi Koto at: Skoto@jacksonwong.com



BOB LEYDA

BOB LEYDA is an experienced human resources consultant and executive. Over the past twenty-five years Bob has worked in a wide variety of business, government and non-profit organizations. He has led and performed in roles with responsibility for training and development, compensation, employee benefits, information systems, merger and acquisition activities in addition to a variety of other roles. Bob has provided leadership to all areas of human resources management necessary to form and integrate human resource direction for a Fortune 500 financial services company. Bob's experience has given him a depth of insight into the dynamics of integrating teams into effective and productive global business players.

Bob completed his bachelor's degree at North Carolina Wesleyan College, a Masters Degree in Public Administration at the University of North Carolina and postgraduate work in Risk Management and Insurance at the University of Georgia. Bob is experienced in the use and interpretation of the Birkman instrument. He holds certification as a Certified Compensation Professional (CCP) through World at Work and as a Senior Human Resource Professional through the Society for Human Resource management. Bob has completed the leadership development course through the Center for Creative leadership. He has extensive experience as a curriculum developer and leader of management training in all areas of human resource management and organizational development.

Bob is a member of the Society of Human resource management, American Society of Training and Development, the Atlanta Human Resource Leadership Group and the Rotary Club of Buckhead.

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JIM GOLDEN

JIM GOLDEN has been employed with a major Mississippi-based manufacturing firm for the last thirteen years in a number of Human Resources-related positions. Over the last several years, his primary focus has been on employee development with direct involvement in the design and implementation of selection, assessment and development programs at all of the company's locations. As an associate with Jackson, Wong & Associates, Inc., Jim is certified in the Birkman Methodology, which he has utilized extensively to assist with individual development, conflict resolution, team building exercises, selection and recruitment. He is also President of Golden Consulting Services, LLC, an organizational management consulting firm, which focuses on the people-side of client organizations.

Jim's background also includes employment with the Mississippi State Department of Health for over five years in their Vital Statistics division and the State Health Officer's Special Staff. Jim's undergraduate degree in Psychology is from Delta State University, and he earned his Master of Science degree in Biostatistics from Tulane University. He also holds the designation of Certified Computing Professional (CCP).

Jim is involved in a number of business, community and volunteer organizations including the Yazoo City Rotary Club, the Capital Area Human Resources Association, the Holmes Community College Development Foundation and Alumni Association, the Kings Daughters Hospital Board of Directors, and he assumes several leadership roles in his church. Jim, his wife, and their four children, live on their 200-acre family farm in Yazoo County, Mississippi.

E-mail Jim Golden at: jgolden@jacksonwong.com

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CHRIS CAMPBELL

CHRIS CAMPBELL serves as the marketing director and client relations coordinator for Jackson, Wong & Associates and assists in program design and delivery.

He is a 1994 graduate of the University of Southern Maine with a Bachelor of Arts degree in Criminology. Chris' dedication to helping others is evidenced by his experience as a police officer, his role as staff assistant to a United States Congressman and his position as the Director of Chapter Services for Phi Kappa Sigma International Fraternity. Chris continues to serve Phi Kappa Sigma as a member of the Executive Board.

In his work with student leaders, Chris has facilitated a number of leadership retreats and he continues to speak with leaders and various audiences about the tough issues facing today's students and their organizations. Chris's life experiences have helped him understand how people interact, deal with change and perform to achieve important goals.

As a former client, Chris can appreciate the personalized service that is a trademark of Jackson, Wong & Associates. Now, as a member of the firm, Chris will assist Wilson and Dr. Ken in developing and maintaining the relationships that foster this kind of service.

E-mail Chris Campbell at: ccampbel@jacksonwong.com

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For more detailed information on Sachi's training sessions listed below, she can be contacted at Skoto@jacksonwong.com.

CAREER DEVELOPMENT AND IMAGE CONSULTING

Learning how to effectively package and present yourself with a winning presence - professionally and personally. *First impressions* can make or break someone's career in a matter of seconds.

Attaining a *polished and professional image* through body language, grooming, beauty tricks, makeup, hair, health, and the proper wardrobe, etc.

Learning what is "politically correct" and how to interact positively with co-workers. Proper *business protocol and etiquette* are more than saying please and thank-you. Learn how to fit-in, stand out, and move up!

DEALING WITH THE MEDIA

Preparing for that dreaded interview by knowing what to say and what not to!

Working on a *commanding and memorable image* through the camera lens without risk or stress. Getting your ideas effectively aired by writing an eye-catching press release.

MAKING A POWERFUL PRESENTATION

Captivating your audience with a *riveting message and personable delivery* by emphasizing vocal and physical communication. Learning tips on organization and how to avoid stress and stage fright.

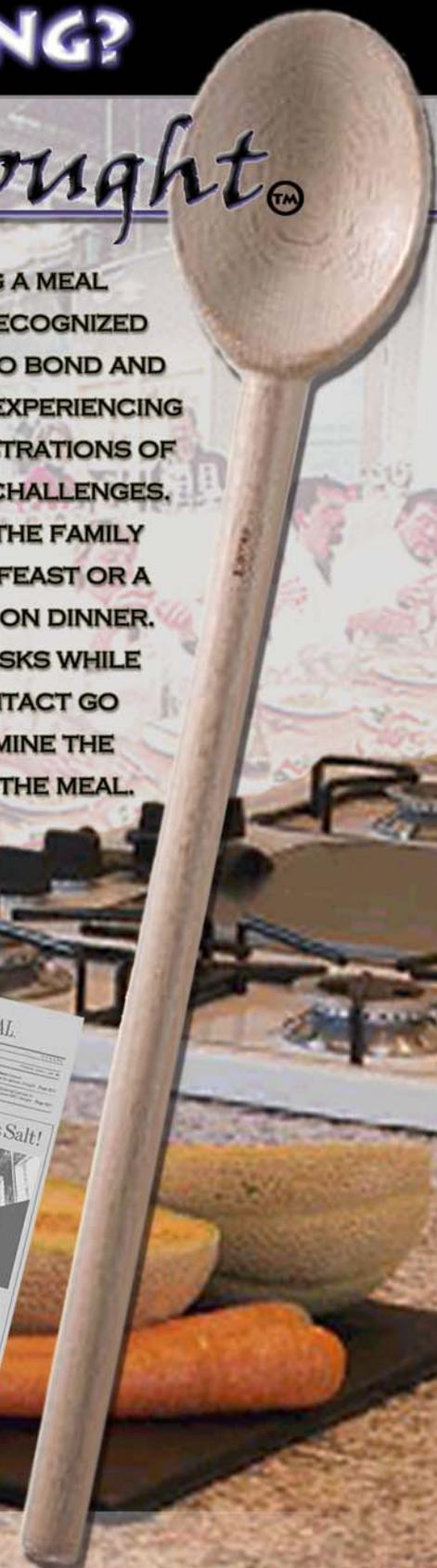
VOICE COACH

Designed for the presenter, business person or on-air talent. Speaking with authority, distinction and professionalism by learning voice projection, voice control and intonation. Standardizing speech through *accent reduction* (southern accent, Japanese and other Asian accents, etc.)

WHAT'S COOKING?

Food for thought™

PREPARING AND ENJOYING A MEAL TOGETHER HAS LONG BEEN RECOGNIZED AS A WAY FOR PEOPLE TO BOND AND SOCIALIZE WHILE ALSO EXPERIENCING THE JOYS AND FRUSTRATIONS OF ACHIEVEMENTS AND CHALLENGES. THINK ABOUT THE FAMILY THANKSGIVING FEAST OR A "BIG CHILL" REUNION DINNER. ACCOMPLISHING TASKS WHILE KEEPING THE TEAM INTACT GO TOGETHER TO DETERMINE THE SUCCESS OF THE MEAL.



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Jackson, Wong & Associates
TAKING THE MYSTERY OUT OF HUMAN BEHAVIOR

Food for ThoughtSM



Preparing and enjoying a meal together has long been recognized as a way for people to bond and socialize while also experiencing the joys and frustrations of achievements and challenges. Think about the family Thanksgiving feast or a "Big Chill" reunion dinner. Accomplishing tasks while keeping the team intact go together to determine the success of the meal.

Pairing over 20 years of food and wine experience with over 20 years of work in industrial/organizational psychology, Jackson, Wong & Associates has created a teambuilding experience using the kitchen as a theater for learning. First, using a classroom setting and the results of a high quality behavioral styles questionnaire, JWA teaches team members to understand their roles and the impact their individual styles have on the group. Next, the strengths and issues facing the team are highlighted through observation of behaviors demonstrated during the kitchen session. Finally, the team enjoys the fruits of its labor, a gourmet meal, while discussing the method by which roles were assigned, goals were accomplished, and responsibilities managed.

Prior to the session, each team member's personality is profiled through the Birkman MethodTM, a time-honored behavioral and motivational assessment tool. The day begins with a classroom session personalized for each group, where participants explore the dynamics, personality styles, strengths and weaknesses of their particular team. Using in-depth information from the assessment tool, team members are taught to understand the impact of their individual styles on the group.

Next the cooking sessions - led by a Jackson, Wong and Associates facilitator - highlight the strengths, weaknesses, and underlying issues facing the team. As they interact, the facilitator helps members learn what differences and similarities exist within the team and how members can cohesively work together. When the meal is completed, the team enjoys their creation while discussing which roles were assigned, how responsibility was managed, and what goals were accomplished.

The Food for ThoughtSM Program is designed to foster better understanding of each member's personality and communication styles, which enables the group to overcome friction and work more effectively together. Based on the assessment of the group, recipes and group tasks are designed specifically to bring out stresses or obstacles that mirror those of the workplace so that members can readily see how they interact and how to improve their performance together.

Participants have unanimously agreed that the program dramatically improves corporate synergy, and is also useful in understanding clients, friends, spouses and family members. The kitchen setting provides a format quite different from outdoor team-building programs which require physical fitness and emphasize overcoming fears and developing trust.



Jackson, Wong & Associates specializes in assisting individuals, team members, and team leaders to work more effectively together through providing insight and understanding of their behaviors and behavioral motivations. We facilitate the development and implementation of concrete action plans to achieve desired results.

We help people understand how they behave and use these behaviors to help instead of hinder.

For more information on this program or any other programs we offer contact us at:

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TAKING THE MYSTERY OUT OF HUMAN BEHAVIORSM

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As your expectations and outlook on life change your career needs may also require re-evaluation. This holds true for students seeking the optimum academic path, graduates entering the workforce or experienced professionals assessing their current career. Jackson, Wong & Associates can help determine the career path that is right for you.

Jackson, Wong & Associates can offer you an excellent guide to your future. We will pinpoint your areas of interest and needs. Through understanding this information you can choose a career that fits your profile or enhances your chances to reach your full potential in your current career.

Jackson, Wong & Associates uses the Birkman Method® to assist in career planning and development. The Birkman Method consists of a number of questions that provide an extensive, highly accurate portrait of your strengths, work habits, needs, stresses, behavioral styles and interests. The Birkman Method has been administered to over 1.5 million workers in 5,000 brand name organizations, and continually improved for more than 50 years.

The Birkman assessment opens up a new world of opportunity, identifying hidden potential to fit changing times and tasks. It helps you understand, not underestimate, your strengths, and takes down any preconceived barriers that limit your personal achievement and career development within the organization. It provides for long term individual development and makes possible a continuing inventory of individual resources matched to changing opportunities - giving individuals and organizations a dynamic entrée to the future.

The Birkman Method Career Profile will express possible career interests and work style in terms of one of four quadrant colors. The accuracy of your profile depends on your own self evaluations on the questionnaire.

Why use the Birkman Method for Career Planning?

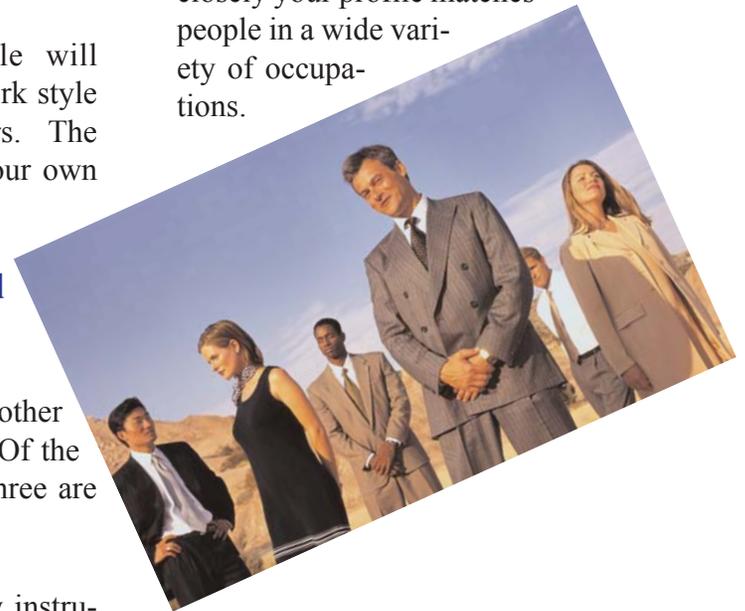
The Birkman Method is far superior to other instruments used for similar purposes. Of the many reasons why Birkman is better, three are most notable:

1. The Birkman Method is the only instrument that does not assume that the way you act is also the way you want to be treated -

in other words, that behavior does not necessarily equate with motivational needs.

2. To put it simply: accuracy. Individuals and organizations that have used the Birkman Method have found it to be astonishingly accurate.

3. The Birkman Method not only gives you information to help you better understand your career needs, it also tells you how closely your profile matches people in a wide variety of occupations.



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The concept of coaching is certainly nothing new. Athletes, politicians, singers, musicians, actors and other professionals have long known the value of working one-on-one with someone who can advise, teach, counsel and push them to greater achievement and success. More and more, executives and managers in the business world are getting into the act. According to a February 2001 Fortune magazine article, "The hottest thing in management is the executive coach--part boss, part consultant, part therapist." Coaches can help managers with a number of issues ranging from improving time management or delegation skills to living corporate values, enhancing interpersonal skills, personal image or dealing with the media.

Coaching assignments can take many forms depending on the needs of the individual being coached and the coach's assessment of what should be done and for how long. One-time coaching sessions usually last from one to four hours with the executive receiving help in interpreting personality test scores and/or feed back

from surveys of boss, peers and employees about management style and leadership abilities. Often, these one-time sessions are held in conjunction with a larger management training program. Ongoing coaching assignments are typically set for six to twelve months and provide continuous follow-up as the executive works to improve in a deficient area or develop a new skill.

While the actual program of on-going coaching is tailored to each individual based on needs, the typical method involves an initial face-to-face meeting between the coach and the executive for getting acquainted and discussing backgrounds, needs and expectations. Discussion of scores on personality questionnaires and survey data may also take place during this session if this information is available. The coach works with the executive

to choose one or two areas that need development. An action plan is then devised for achieving the goals that have been defined.

The follow-up sessions are held in face-to-face meetings or phone conversations scheduled at regular intervals. The frequency and duration of the meetings are set to allow the executive to place adequate focus on the developmental goals without being overly burdened by the coaching process. As an example, the coaching

process may include a scheduled meeting every two weeks, either in person or by phone, with email and additional phone conversations available on an as needed basis. Length of the meetings will vary depending on need.

Frequency of face-to-face versus telephone sessions depends on logistics of travel, budgetary constraints and needs of the executive being coached.

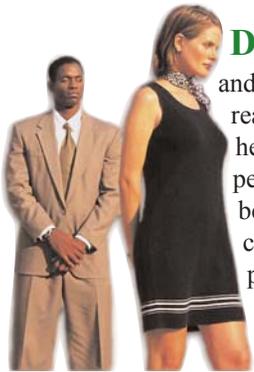
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We help people understand how they behave and use these behaviors to help instead of hinder.

To discuss how you or your organization can establish a coaching relationship, please contact us at:

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DIVERSITY PROGRAM



Diversity work is difficult and challenging, and for good reason. It deals with long-held perceptions. It touches people's emotions, values and beliefs. It forces people to confront difficult and complex questions. And, it asks people to accept and deal with change.

Statistics on the demographic makeup of the U.S. indicate a more ethnically and culturally diverse marketplace than has been experienced in the past. The combination of legislation and marketplace demands requires more sensitivity and awareness of diversity. At the same time, productivity and performance issues require finding and managing the most qualified and best suited individuals for jobs, regardless of cultural background.

Our workshops and presentations create awareness of the changes taking place in our society and places of work while teaching the philosophy of individual differences. These sessions can be tailored to accommodate groups of all sizes and for addressing diversity on a number of levels. Some of the topics which may be covered include:

AWARENESS AND UNDERSTANDING OF DIVERSITY

Using an entertaining and interactive format, we can provide an informative introduction to the current and projected ethnic and cultural make-up of the U.S. Statistics are drawn from various sources including U.S. census data.

EXPLORATION OF ASSUMPTIONS AND STEREOTYPES

An exploration of participants' knowledge of various cultural groups and their comfort in discussing or identifying members of these groups can serve as a good way to expand the dialogue about diversity. The level at which these discussions begin and end depends on the readiness of the group and the organization. Activities are designed to point out the stereotypical views we hold of certain groups and how making decisions about individuals based on our assumptions about groups can lead to errors in judgment. As with all our programs, this portion is handled in an interactive and entertaining but sensitive fashion.



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THE CONCEPT OF PARADIGMS

The notion that we all necessarily use and require models or views of the world in order to process information and function in our daily lives is explored in this module. The content of this session points out how we, as humans, process information and the need to broaden our views to allow for the most information possible.

INTRODUCTION OF A NEW PARADIGM OF INDIVIDUAL DIFFERENCES

During this advanced module, we seek to replace old, group based paradigms with a model for viewing individuals on behavioral and motivational characteristics. A personality and motivational questionnaire is used as the basis for restructuring judgments about others. Individuals learn the new structure through feedback from their own scores plus various exercises in which they interact with others both similar to them and different from them based on behavioral styles and interests. Participants gain better self-insight along with practice in using the system to understand others on a different level.

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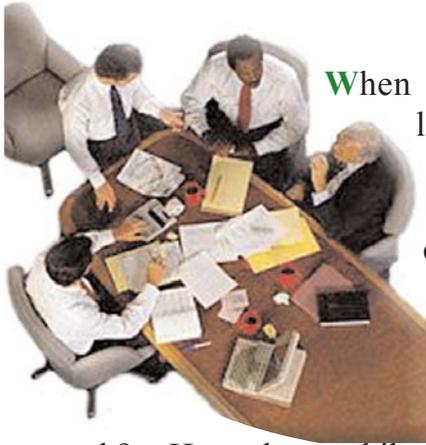
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CREATIVE THINKING



When was the last time you had a truly creative idea? In the shower? Driving

to work? How about while putting in miles on the treadmill? According to research studies, people have reported that these are a few of the situations in which creative ideas seem to most often occur. But, you can develop your ability to come up with creative thoughts under other circumstances as well.

Being able to come up with creative solutions to problems is not only valued but essential in today's business environment. "Blue sky", brainstorming, innovation and outside-the-box thinking are all terms that are bandied about by managers and executives as they urge others to come up with a breakthrough that will provide a competitive edge. Insanity has actually been defined by one source as "repeating the same behavior and expecting a different outcome". By improving your ability to be innovative

or to get more creativity from your employees, you can increase both quantity and quality of ideas coming out of your area.

The creative thinking program can take many forms (would you expect otherwise?) depending on the needs of the client and the purpose for the program. It can serve as a stand-alone session to stimulate creativity or as an introduction to a business meeting or planning session. Or, it can be designed around an actual problem that needs to be addressed or attacked in a creative fashion.

Regardless of the situation, our creative thinking sessions are usually filled with fun and **...you can develop your ability to come up with creative thoughts....** action, resulting in some surprising displays of innovation, often from unexpected sources. In addition, techniques



and tips for being more creative are offered along with activities designed to "test" creativity and thoughts designed to change perceptions about problems or situations.

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