



## **Grey Matters International Inc. Develops New Form Of Executive Coaching**

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Grey Matters International Inc., a business in Tulsa, OK, has developed a neurotechnology approach to stress and burnout, which is taking coaching to a whole new level. They offer not just coaching, but real mental health solutions. This development comes in the wake of the rise of coaching, which is taking the executive world by storm. The coaching industry's estimated annual revenue is \$2 billion, which is very significant considering how young the industry still is.

Dr. Kevin Fleming from Grey Matters International Inc. says: "We are change agents that are revolutionizing both the corporate hallways as well as the homes, relationships, and families of successful individuals who are tired of run-of-the-mill 'feel good' coaches, trainers, shrinks and self-help experts who don't understand the high performing brain and the illusions of change. Bringing cutting edge decisional neuroscience to the concierge model of care, we travel the world, customizing executive-level wellness solutions that 'merge' these two worlds into a single plan of excellence and everyone's ultimate goal: true, sustainable behavior change that 'sticks'."

There are a number of identified issues in the world of coaching. The first is that corporate leaders try to use

executive coaching instead of managing their staff. There are still some significant 'holes' in executive coaching, and these need to be addressed. This is because a problem executive and an executive with a problem are not one and the same thing.

Dr. Fleming has studied at Ph.D. level and has significant post doctoral training, giving him neuroscientific and behavioral expertise. He has developed a number of motivation based tools that help to detect the hidden personality disorders that many coaches do not see. He offers, therefore, executive coaching with a difference, coaching that addresses real problems and turns participants into better, more competent leaders.

"We specialize in wellness counselling, relationship therapy, and substance abuse," adds Dr. Fleming. "With burnout rates rising on executive levels, it is clear that real change is needed. This is what we aim to achieve."

Executive leaders are encouraged to contact the company as soon as possible to see the solutions that are in place for them.

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For more information about Grey Matters International Inc., contact the company here: Grey Matters International Inc. Dr. Kevin Fleming 1-877-606-6161 info@greymattersintl.com 1611 S. Utica Ave. #111 Tulsa, OK 74104-4909

### **Grey Matters International Inc.**

*We are change agents bringing cutting edge decisional neuroscience to the concierge model of care. Specializing in executive wellness, substance abuse & relationship therapy for individuals tired of the typical ?feel good? coaches, trainers & shrinks.*

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