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**Karen Duncum and Nancy Cannon-O’Connell Join CEG Worldwide as Elite Advisor Coaches**  
New additions boost firm’s full-time coaching staff to eight.

SAN MARTIN, CA—January 19, 2011—CEG Worldwide, the leading coaching, consulting and research firm for elite financial advisors, has announced that Karen Duncum and Nancy Cannon-O’Connell have joined the firm as elite advisor coaches.

“We’re very excited to have Karen and Nancy on board,” said Robert Niederman, PhD, CEG Worldwide director of coaching. “As we’re undergoing exponential growth in our coaching programs, we’ve been very selective about bringing on board trainers who give us both deep expertise and the scalability to handle an engagement of any size.”

In addition to possessing extensive coaching skills, both Duncum and Cannon-O’Connell bring extensive leadership training experience to the firm.

**Karen Duncum**

Karen Duncum has displayed a long-term commitment to helping corporate executives and entrepreneurs reach peak performance. In 1997 she founded Star Performance Consulting, which has advised such companies as Raytheon, FLIR, Cottage Hospitals, Broadview Mortgage and Accountability Plus.

As a corporate consultant, executive and personal coach, and psychotherapist, Duncum has worked with thousands of people in companies large and small to help them reach their potential and become top contributors to their companies’ goals and objectives. Toward those ends, she created the first comprehensive emotional intelligence (EQ) enhancement program for businesses and organizations. Duncum also spent ten years as chief operating officer of Adassociates, an advertising agency, expanding the company from a small “hot shop” to a multistate presence with international clients.

Duncum is a contributor to *BusinessWeek* and her book, *Superstar Success Through EQ Enhancement*, is due for release in 2011. She holds a Master of Arts degree in counseling psychology, with an emphasis in depth psychology, and a Master of Personal and Executive Coaching degree.

**Nancy Cannon-O’Connell**

Nancy Cannon-O’Connell brings more than 20 years of experience to her work with senior managers and teams. In her corporate career, she first held leadership positions in health care, insurance and financial services. Later, as a management consultant, she worked extensively with global firms on responses to

accelerated market change, leadership in times of organizational disruption and product development strategies to meet shifting customer demands.

Cannon-O'Connell has coached and mentored scores of executives and entrepreneurs, proving to be highly effective in supporting successful professionals in reaching or exceeding their goals. Her diverse portfolio of business and board experience, combined with her strong interpersonal skills, creates a thoughtful approach to problem-solving that readily builds trust and acceptance and makes her an asset to her coaching clients.

She received her doctorate in policy and health economics from Brandeis University. She is a certified executive coach (Hudson Institute) and a member of the International Coaching Federation. Today she sits on the board of Social Venture Partners International, a philanthropic network of private donors who pool their funds and leverage their charitable giving for maximum impact.

### **About CEG Worldwide, LLC**

CEG Worldwide is passionate about coaching financial advisors and institutions to build a Simple and Elegant Wealth Management Business<sup>SM</sup>. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world's largest financial institutions. The firm's proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.