

Association for Talent Development Showcases Delight Me, Inc.

Company Invited to Sponsor, Address Metro DC Chapter Event

IMMEDIATE RELEASE

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Washington, DC...June 18, 2015...Delight Me®, the new cloud-based coaching and goal-management platform for professional services firms, was featured as the exclusive sponsor of last evening's Metro DC Chapter meeting of the Association for Talent Development. The organization features the largest network of training and development executives in the metropolitan area. Focusing on the subject of how leaders approach learning, the event included an address by Delight Me's founder and CEO, Marie-Louise Murville.

Ms. Murville discussed why today's savvy business executives must learn new ways to engage the millennials that are joining their ranks. This workforce, which grew up with a cell phone in one hand and a video game in the other, gravitates to technology at each step of their day – whether at the office or at home, she continued. Mobile tools and apps are not only well-received by this generation, she added, but highly regarded as an ideal component of learning a job, doing a job and excelling at a job.



The Company's [cloud-based software platform](#), accessible from any device, is well-suited to this task. It transforms employee goal-setting and performance management between managers and their direct reports with an engaging user interface and intuitive features. It enables staff to set up their own short-term or weekly goals and establish 'can-do' tasks to keep them on track. A novel feature is the ability to designate mentors whose role is to offer coaching and motivation online as they watch the steps taken -- or the steps missed -- by the employee as they strive to achieve milestones they set.

"Delight Me is a way to leverage my network of mentors and coaches to refine my professional goals and help me stay on track," says Mark Holloway, attorney, Wilson Sonsini Goodrich & Rosati and one of Delight Me's enthusiastic users.

"Delight Me combines technology with the online, social coaching components that resonates with today's younger workforce," Ms. Murville explained. "As more and more management teams see the results that Delight Me delivers, it will become a standard part of doing business at every company."

More information is available at www.delightme.com

About the Company

Delight Me® is the first delightfully engaging cloud-based coaching and goal management software platform for achieving personal AND professional goals with mentors to provide motivation along the

way. Focusing on the professional services industry, Delight Me offers law firms, CPA firms, financial services companies, public relations agencies, and other consulting firms a new way to focus employees on behaviors that lead to improved productivity and bottom line results while increasing job satisfaction and engagement in the process. The application is accessible from any device. Visit www.delightme.com