



NO FRILLS NO FLUFF®
LEADERSHIP DEVELOPMENT

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J.Ferm Trademarks “No Frills No Fluff®,” Launches Website

(COLUMBUS, OH) – The Swedish culture is known for its pragmatism. It’s said if you ask a Swede his opinion, he’ll tell you. So it’s not surprising that Swedish-born leadership development executive Jessika M. Ferm of J.Ferm is known for grounding her recommendations in a straightforward manner. That style was recently trademarked by the United States Patent and Trademark Office for use in J.Ferm’s “No Frills No Fluff® Management Skills Program,” a series of courses that teach business people how to be effective managers. J.Ferm has also recently launched a new website about the service at www.nofrillsnofluff.com.

“In my coaching work I was struck by how many of the challenges my clients were facing stemmed from a lack of basic management skills,” said Jessika M. Ferm. “I created this curriculum as a direct way for professionals to take the pain out of managing other people.”

The “No Frills No Fluff® Management Skills Program” is offered through a 15-session telecourse, as well as through a Boot Camp, On-Site program or custom program. There are special versions available for Senior Executives, Lawyers and those who do business with in the Middle East. The next session starts on November 6, 2009. A complete curriculum and course details are posted at www.nofrillsnofluff.com

J.Ferm is a leadership development company founded in 2002. The company is headquartered in Columbus and has offices in Boston and Gothenburg, Sweden. It offers comprehensive leadership and executive development products, such as consulting, telecourses, workshops, assessments and keynote speaking. Ms. Ferm is a Professional Certified Coach who often works with dominant executives who are interested in becoming more powerful communicators and leaders. She was named a “Top Ten Executive Coach” by *Women’s Business Boston* and a Forty Under 40 rising leader by *Columbus Business First*. Further information about J.Ferm is available at (614) 441-8972 or at www.jferm.com.