

African-American Coaching Firm Opens New Satellite Office



ATLANTA, Jan. 16 /PRNewswire/ -- The Novem Group, the only African American-owned coaching firm in Atlanta, will host an Open House for its satellite office in the professional park on Cascade Road Saturday, January 26th from 2:30 pm to 5:30 pm. Drs. Pamela Everett Thompson and Rachel Mitchum Elahee, owners of the newest office have distinguished their practices by adding professional life coaching to their list of available services.

"Historically, African Americans have been skeptical about seeking help outside of family, friends, and church. Many have concerns about exposing their vulnerabilities to white peers and professionals who may not understand or even dismiss the nuances and complexities of orchestrating life and being successful in a predominantly white world," noted Dr. Elahee, a certified diversity professional. Navigating between potentially conflicting worlds of cultural conformity at work and home can upset the life-work balance and the maintenance of long term relationships vs. individual wholeness.

According to an article in Black Enterprise, African Americans are part of the growing trend toward using coaches. Professional coaching holds individuals and groups accountable to goals and lends guidance, support, information, and pride in jumpstarting a journey to the next level of thinking, being, and behaving at home, at work, and in relationships.

"Prior to expanding our services, we never would have considered a meet- and-greet event such as this. In our field, it is expected for people to just find us and extend their trust without the kind of acquaintance and rapport- building this open house offers," noted Dr. Thompson. "We're

looking forward to meeting those we hope to serve in a meaningful way."

Drs. Thompson and Elahee are excited about taking psychology to the streets in the form of workshops, seminars, lunch n' learns, trainings, and coaching services. Through coaching, they do work to address the clinical care and needs of those with challenges to their mental health and well-being. Their experience in human behavior may also be used to coach the well-adjusted in accelerating and sustaining transformation.

The Open House will include food and refreshments, give-aways and hand-outs with important information on community resources. Located at 950 Dannon View, Suite 4201 behind the Applebee's and Geico, the Open House is designed to let the community know that quality psychological and coaching services are accessible to a community long underserved in these vital areas. For more information, contact (404) 644-0710.

SOURCE The Novem Group
