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### **Coeur Coaching Becomes J. Ferm**

(COLUMBUS, OH) – After five years of operation, Coeur Coaching LLC is changing its name to J. Ferm LLC. The company provides leadership and organizational development, coaching, consulting, training and assessment initiatives. With offices in Columbus, Boston and Göteborg, Sweden, J. Ferm made the change to better reflect a more diverse range of services.

“Even as corporate coaching becomes more common and better understood, our firm has added comprehensive leadership and executive development products, such as telecourses, workshops, assessments and keynote speaking,” said J. Ferm Principal Jessika M. Ferm. “This new name is better able to grow with the company.”

Originally founded in Boston, J. Ferm opened its Columbus office in 2005, and its office in Sweden in 2006. Clients of the company include Pitney Bowes, UBS Financial Services, L.E.K. Consulting, Inc., and Kempinski Hotels and Resorts. A native of Göteborg, Sweden, Jessika Ferm is a Professionally Certified Coach (PCC) and holds numerous certifications in the fields of behaviors, values and leadership development. Further information about J. Ferm is available at (614) 441-8972 or at [www.jferm.com](http://www.jferm.com).

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