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## IMMEDIATE RELEASE

### **VIVID Workplace Expands Service Offerings for Businesses and Professionals**

*Celebrating over one in year business, VIVID Workplace chosen for VBSR's Wellness Partnership*

Burlington, VT— October 24, 2011—[VIVID Workplace](#) is now offering professional career, executive, and on-the-job coaching services for businesses and professionals striving to achieve excellence in their organization or professional life. VIVID's founder, Beth Peters, incorporated the business in July, 2010, leveraging her 20+ years of human resources and leadership experience providing strategic human resources project and partnership solutions, including professional coaching.

VIVID Workplace is one of ten Vermont service providers recently chosen to support Vermont Businesses for Social Responsibility (VBSR)'s member businesses as part of their Wellness Partnership Program being launched this month. VIVID Workplace's vision of dynamic and healthy work environments with strong business ethics is the perfect complement to VBSR's wellness program.

VIVID's services include traditional, as well as strategic HR solutions and support (recruitment and retention programs, risk management, training needs analysis and implementation, employee relations, organizational development, performance evaluation programs, progressive benefit and compensation strategies, work-life initiatives and succession planning), as well as coaching, project management and strategic planning.

Some notable work for VIVID Workplace in the past year includes facilitating the search for an executive director of a state-wide membership organization, mentoring and coaching professionals and business executives, co-facilitating a strategic planning retreat for a global organization, editing and updating employee handbooks and job descriptions, and career coaching.



VIVID Workplace helps employers facilitate collaboration amongst coworkers and encourage forward-thinking, transparent communication. Employees in these organizations are individually valued as members of a highly effective team that embraces forward thinking business practices and strives for excellence in all aspects of business, receive resources that



support their professional growth and personal wellness, and are aware of how their individual contribution ties into the mission and vision of the organization. More information about VIVID Workplace: [www.vividworkplace.com](http://www.vividworkplace.com)

Peters' career started in corporate banking and since 1995 she has held leadership positions at The Vermont Teddy Bear Company, Green Mountain Power, and The Vermont League of Cities and Towns. Peters was the first human resources professional hired by Vermont Teddy Bear, built the HR function from the ground up and provided the Company with creative business solutions, including the rollout of one of the first consumer-driven health care plans in Vermont.