



FOR IMMEDIATE RELEASE

The Gabriel Institute Certifies PSP Consulting Principals for its Role-Based Assessment™ Products

Philadelphia, PA, December 8, 2008 – The Gabriel Institute, the Thought Leader in Qualitative Assessment, today announced certification of Jeffrey and Dana Myers of PSP Consulting (PSP 1, LLC) for sales and consultative application of its Role-Based Assessment™ toolset.

Prompted by increasing demand by organizations to help them meet the ever-growing need to select the best talent, create productive teams and develop their employees, PSP Consulting selected The Gabriel Institute's innovative line of assessment products to integrate into their consulting engagements driving performance enhancement with business, government and institutions.

Role-Based Assessment™ is a behavioral assessment tool that describes “**job fit**” and covers the entire Talent Management Cycle from selecting who to hire to deciding who to promote and how to bring the team together. The Gabriel Institute's CEO Dr. Janice Presser explains that Role-Based Assessment™ is a more accurate predictor of behavior and motivation of executives, managers and employees in the workplace than other methods. “Role-Based Assessment™ is designed for today's global companies. It is qualitative, so that companies can understand the people and choose those who are the right fit for them.”

PSP Consulting and its team of facilitators have over 100 years of management and leadership experience combined. Founder Jeffrey P. Myers, who has over 30 years of media sales and management experience, plans to expand usage of the Internet-based tools with their existing customers as well as offer the assessment products to new customers. PSP Consulting will also integrate the assessment tools into PSP's Media Sales Institute (MSI), a ten-day, intense training program for graduating college or university seniors who are passionately interested in pursuing a career in media sales. “We want to bring our customers the tools that will best help them meet their goals,” Mr. Myers declared.

Role-Based Assessment™ uses an abstract simulation methodology that powers an evaluative toolset (www.RightFitToolKit.com) that is web-based, applicable from the boardroom to the mail room, and measures an individual's or team's motivation and behavior with predictive accuracy. Knowledge gained from the assessment equips coaches, trainers and managers to achieve desired results. The assessments are offered in Brazilian Portuguese, English and Korean. They are delivered through portal technology and are collectively branded the “**Right Fit Toolkit**”.

PSP Consulting is located at 10817 Weeping Willow Lane, Suite # 101, Beltsville, MD 20705 and can be reached at (301) 595-1871. Their website is www.pspconsulting.net.

To learn more about The Gabriel Institute and Role-Based Assessment™, visit their website at www.thegabrielinstitute.com.

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