StrategyDriven

effective executives, efficient employees

Small-to-Medium Sized Businesses Can Now Get MBA Experience, Expertise, and Advice without the MBA Staffer Expense

Until now, marketing strategies and "best practices" have only been available to large companies and corporations with huge budgets. Now, this same information is available for small-to-medium sized businesses without the MBA staffer price tag through the new product line offering at StrategyDriven.com.

Atlanta, GA (October 17, 2008)—Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven.com offers small-to-medium sized businesses (SMB) a wide array of "best practice" business planning and execution tools for executives and managers, how-to advice, example-rich podcasts, and customizable ready-to-use templates.

"Right now, all of the content on the StrategyDriven website is available for free. Articles on strategic planning processes, decision-making practices, and diversity and inclusion programs are just a sampling of the free content. Bonus materials are available for free to registered users," explains Nathan Ives, StrategyDriven Principal Contributor and co-host of the StrategyDriven Podcast. "At this point, there is no cost to sign up as a registered member. In the future, some content will be available as premium offerings, including articles, ready-to-use

templates, and how-to guides, for a fee that will still be a bargain for SMB leaders wanting the benefits of running a business with the advice and expertise an experienced MBA staffer would provide without the MBA cost," continues Ives.

The StrategyDriven.com website is chock full of free, helpful advice ranging from management and leadership to strategic planning. Complementing StrategyDriven's published articles are over twenty podcasts; each expanding on a best practice approach. Sign up for these free podcasts, co-hosted by Nathan Ives and Howard Dickens, aimed at helping listeners achieve better business results.

About the Contributors

Now, the experience and advice that larger companies have always had access to are available to SMB—companies that deserve the same knowledge and know how without spending a fortune. With an emphasis on helping managers and executives develop motivational leadership behaviors, cultural competence, and the ability to manage workplace conflict, Dickens' educational background is in instructional psychology, training, and technology, with numerous certificates in leadership and training. Lucas D. Ives, a StrategyDriven contributor and guest co-host of the StrategyDriven Podcast, is an accomplished training facilitator with exceptional skills in negotiation and collaborating with project leaders, vendors, and manufacturers. Nathan Ives, MBA, PMP has served as a trusted advisor to executives and senior managers at Fortune 500, government, and large regional utilities to improve operational effectiveness and lower costs for over sixteen years.

Now is the time to register for all the free MBA-level management, planning, leadership, and best practices advice from known and trusted experts in the field. Sign up for

the RSS feeds and listen to the podcasts at www.StrategyDriven.com to learn about process execution, best practice techniques, and to learn how to integrate this MBA expertise into your business.

About StrategyDriven

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven added interviews of industry-leading experts on a variety of business-centric topics via podcasts. At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices—a blending of information and experience practically applied in the workplace combined with a degree of research and academia—to small-to-medium size businesses that wouldn't normally have access to these resources.

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