

# ***StrategyDriven***

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FOR IMMEDIATE RELEASE  
January 7, 2013

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## **StrategyDriven Advisory Services helps businesses become more operationally effective**

*StrategyDriven Enterprises, LLC launches StrategyDriven Advisory Services, a management consulting firm dedicated to helping executives and managers define organizational needs and develop and manage the complex, mission critical projects needed to improve operational effectiveness and lower costs in response to today's most pressing challenges.*

Atlanta, Georgia (January 7, 2013) – Business leaders face many complex challenges; an evolving regulatory environment, looming tax rate uncertainty and massive government spending cuts, changing workforce and customer demographics, and increasing global competition and downward pricing pressure.

StrategyDriven Enterprises, LLC launched *StrategyDriven Advisory Services* ([www.StrategyDriven.com](http://www.StrategyDriven.com)) to help executives and managers define organizational needs and develop and manage the complex, mission critical projects needed to improve operational effectiveness and lower costs in response to today's most pressing challenges.

“Business leaders face an unprecedented amount of change and uncertainty,” explains Nathan Ives, StrategyDriven’s newly appointed Chief Executive Officer. “As such, StrategyDriven Advisory Services was created to provide executives and managers with the insights of highly experienced peers who are themselves successful business leaders. These individuals support their clients’ business performance improvement efforts as well as helping them address today’s evolving regulatory regime.”

StrategyDriven Advisory Services expands on StrategyDriven’s core philosophy of achieving exceptional results through organizational alignment and accountability to established goals. Its seasoned advisors are supported by a collection of tools and methods specifically tailored to the unique needs of each client’s industry.

“Because of our advisors’ direct leadership experience, StrategyDriven Advisory Services will initially focus on the Energy, Non-Profit, and Government sectors,” asserts Greg Gaskey, StrategyDriven’s Chief Operating and Financial Officer. “We’ve made a significant investment to tailor our services to these industries’ specific needs due to our advisors’ unique qualifications within these sectors.”

StrategyDriven Advisory Services provides business leaders with actionable performance improvement insights in the areas of:

- Strategic planning facilitation
- Organizational performance measurement system implementation
- Program and project management
- Operations and operational risk management

- Performance improvement program implementation
- Business process optimization
- Executive, manager, and supervisor performance improvement coaching

## **About StrategyDriven**

StrategyDriven offers the benefits of an experienced, degreed leadership team without the associated expense. Developed by management and training professionals, StrategyDriven provides executives, managers, and professionals a wide array of best practice business planning and execution tools; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

We believe creation of a clear, forward-looking strategy, translatable to the day-to-day activities of all organization members, is critical to realizing success in today's fast paced market environment. Not only does a compelling, well-executed strategy align individuals to a common purpose, it ensures that purpose best serves the company's mission. As such, the StrategyDriven website contains discussion forums related to the programs and activities necessary for readers to create and pursue their organization's vision of success. Complementing these resources are the several StrategyDriven Podcasts; discussing in rich, example-filled detail the various programs and activities described on our website.

StrategyDriven provides 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 and large company business unit leaders that wouldn't otherwise have access to these resources.

StrategyDriven refers to the family of organizations comprising StrategyDriven Enterprises, LLC. For more information, please visit [www.StrategyDriven.com](http://www.StrategyDriven.com).

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