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STRATEGY EXECUTION ADVISORS CREATED TO OFFER SIX DISCIPLINES BUSINESS COACHING THROUGHOUT U.S.

Ohio-based Consulting Firm Sees Growth Through
Strategy Execution Coaching Program

FINDLAY, OHIO, May 2, 2011 - Matt Lauth and Jim Bendt, and their new firm, Strategy Execution Advisors, is now a certified partner of a nationwide network of business coaching practices that offer the Six Disciplines® strategy execution program to its clients.

Six Disciplines is unique in the burgeoning industry of business coaching because of its completeness, which involves the synergy of a repeatable business-building methodology, accountability coaching, an execution software system, and a shared community to accelerate organizational learning.

"Six Disciplines is the only program that offers a complete strategy execution framework extending from the corner office to front line personnel. It includes the technology to easily monitor and measure the progress from a management and coaching perspective. Our efforts are focused on achieving a sustainable growth path by reviewing the execution progress and its impact on business performance. At the end of the day, it is about results. The Six Disciplines framework of strategy formulation, goal setting, initiative planning, leadership training, and 360 review process keeps strategy, policies and professionals aligned and focused on the target," said Lauth.

"Forward-looking CEOs are starting to understand their biggest challenge is not what they think it is," said Gary Harpst, founder and CEO of Six Disciplines. "They're finally figuring out that it's all about the balance of strategy and execution. Matt and Jim understand the tremendous opportunity ahead of them and their teaming with Six Disciplines, and because of their expertise and proven success, we're excited to welcome Strategy Execution Advisors to our business coaching network."

"Six Disciplines is the perfect foundation to our consulting practice," added Bendt. "By using the Six Disciplines methodology and tools, our clients will be able to connect their vision to their strategies, and align their plans and activities for more consistent and predictable growth. Because Matt and I are so very familiar and experienced with Six Disciplines it was a natural next step to form Strategy Execution Advisors."

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Overall business performance both in the U.S. and world-wide, it's not very good; which is the primary reason to form this business. Studies continue to show, and our daily experience supports, that the majority of businesses are not operating anywhere near the performance levels they are capable of. The performance levels leaders should expect are consistent top-line and bottom-line growth over a 10-year, or longer, period of time. Studies and thought-leading books all show that most organizations achieve growth for short periods of time, typically less than four years. Strategy Execution Advisors believe the lack of an integrated business management system is the key reason businesses underperform. Having a 21st century business management system is the backbone the new company is formed around.

"What would it mean to the ownership, employees and community if the majority of businesses were performing at peak performance?" asks Lauth. "It would be a competitive advantage that the majority of businesses, industries and communities could not compete against." chimes Bendt.

Strategy Execution Advisors is located in Findlay, Ohio and focuses on the needs of small-to-mid-sized enterprises throughout the U.S. Combined, Matt and Jim have over 16 years of experience developing the Six Disciplines Program and helping to apply the business management system to help organizations improve their performance. The business plans to grow through adding coaches and partnering with independent and small consulting firms throughout the U.S.

About Strategy Execution Advisors

Matt Lauth and Jim Bendt have been providing strategic planning and business coaching services to U.S. businesses as part of a consulting group of Six Disciplines. The formation of Strategy Execution Advisors is a formal spin-off of this consulting practice as an independent, standalone business. The mission of the company is to coach organizations to reach their peak performance, through disciplined strategic and operation planning with accountable execution. Matt has a proven track record and expertise in Six Disciplines through his long association with developing the Six Disciplines program and for the various leadership roles he has had in the formation of Six Disciplines. Jim has a strong background in both Six Disciplines and servicing organizations to identify challenges that may be holding businesses back, helping the owners to resolve those issues, developing action plans that will help them meet their stated goals, and holding them accountable during the implementation phase. Visit www.StrategyExecutionAdvisors.com to learn more or contact:

- Matt via email at MLauth@SXAdvisors.com or (419) 348-8046.
- Jim via email at JBendt@SXAdvisors.com or (419) 348-1964.

About Six Disciplines

Six Disciplines is a complete strategy execution coaching program that integrates a proven business excellence methodology, innovative Outlook-based software, and business and leadership coaching to help transform status quo organizations into high-performing organizations. The program is delivered through a growing network of certified coaching and consulting organizations. Visit www.SixDisciplines.com.