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**TruePoint's Michael Beer Receives the Academy of Management's
2006 Distinguished Scholar-Practitioner Award**

*The Academy Honors the TruePoint Chairman and Harvard Professor Emeritus for
Four Decades of Academic and Organizational Accomplishments in Management*

WALTHAM, Mass., October 17, 2006 (PRWeb) – Research-based consulting firm TruePoint Partners today announced that its chairman, Michael Beer, has been awarded the 2006 Distinguished Scholar-Practitioner Award by the Academy of Management. The award was presented to Beer August 15 during the Presidential Luncheon at this year's annual meeting of the Academy of Management in Atlanta.

The Academy of Management bases its selection on several criteria. Recipients must have performed extensive research and integrated it into actual demonstrable results in real-life management settings. All honorees have also authored works that have substantively influenced the practice of management.

“My life's work has been dedicated to advancing principles of management that enable organizations to build and sustain high commitment and high performance,” said Beer. “It is an honor to have my efforts recognized by a respected organization like the Academy of Management.”

Beer is Cahners-Rabb Professor of Business Administration Emeritus at Harvard Business School, where he has taught for 30 years. His research has revealed the common characteristics of companies that exhibit sustained high performance and high commitment, and his ideas have been put into practice by leaders in many corporations.

With TruePoint and its predecessor organization, the Center for Organizational Fitness, Beer co-developed the Strategic Fitness Process, a methodology that aligns organizations for performance and commitment. Since 1990, the Strategic Fitness Process has been used to enhance leadership and develop organizational capabilities at more than 200 organizations in 35 corporations around the world, including restaurant chain Steak n Shake, medical products company Becton Dickinson, scientific measurement tool company Agilent, defense and homeland security firm Ericsson Microwave, and cable company Comcast.

Beer began his management career at Corning in 1965 where he established the company's research and development practice. He has authored or co-authored nine books on management theory and practice, including the award-winning *The Critical Path to Corporate Renewal*, written with Russell Eisenstat, the president of TruePoint. His influential research and theories also have appeared in numerous business and scholarly publications, including *Harvard Business Review* and MIT's *Sloan Management Review*.

This is one of several awards bestowed on Beer this year. In the spring, the Society for Industrial and Organizational Psychology (SIOP) selected Beer to be the recipient of the 2006 Distinguished Professional Contributions Award. In addition, the American Psychological Foundation (APF) awarded Beer the Harry and Miriam Levinson Award. SIOP's award recognizes major contributions made in the field of industrial-organizational psychology, the study of human behavior in the workplace. The APF's Harry and Miriam Levinson Award recognizes exceptional contributions to consulting organizational psychology.

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About Michael Beer, Chairman of TruePoint Partners

Michael Beer's 40-year career, beginning at Corning in the 1960s, has been dedicated to understanding and improving the way businesses enhance performance while building capability and commitment. He is renowned and honored in several business disciplines — including management, organizational design, strategic human resources, organizational psychology and organizational development. Beer is the Cahners-Rabb Professor of Business Administration Emeritus at Harvard Business School and award-winning author or co-author of nine books, including (with Russell Eisenstat) *The Critical Path to Corporate Renewal*.

About TruePoint

TruePoint Partners is a research-based firm that partners with select business organizations and their leaders to build institutions that achieve sustained high performance and high commitment through unlocking the energies and the capabilities of their people. TruePoint operates as a consulting firm, TruePoint Partners, and a research organization, The TruePoint Center for High Performance and High Commitment. TruePoint's methodologies have been applied in more than 200 organizations at the corporate and business unit levels, in diverse industries and in all parts of the globe. More information about TruePoint Partners and the TruePoint Center for High Performance and High Commitment can be found at www.truepoint.com.