



*Aligning for Performance and Commitment*

**FOR IMMEDIATE RELEASE**

**CONTACT:**

John DeWitt  
(978) 544-1918  
[john@jwdewitt.com](mailto:john@jwdewitt.com)

Jon Lavietes  
(415) 572-4408  
[jlavietes@jwdewitt.com](mailto:jlavietes@jwdewitt.com)

**Leading Management Experts Launch TruePoint Partners to  
Align Companies for High Performance and Commitment**

*TruePoint Center to support research and education while fostering community of CEOs*

**WALTHAM, Mass., (PRWeb) May 5, 2006** – Research-based consulting firm

TruePoint Partners officially launched today. Formerly the Center for Organizational Fitness, TruePoint Partners brings together leading consultants, academics and executives to help leaders align their organizations for high performance and commitment. Also officially launched on May 5, The TruePoint Center for High Performance and High Commitment serves as the anchor for TruePoint's research and educational activities while fostering a growing community of like-minded company leaders and researchers.

TruePoint works with corporations and their senior executives on a global basis to make significant and lasting improvements in business performance while developing their leadership capabilities and creating sustained commitment among employees, investors and other stakeholders.

TruePoint brings a fresh consulting approach that utilizes small teams of senior-level advisors who help CEOs develop client-led initiatives that start with structured honest conversations about the goals of the company. TruePoint's aim is to help organizations achieve sustained high performance by enhancing the leadership capability of a company's top executives and unlocking the capabilities and commitment of down-the-line managers and employees.

“TruePoint is not like other firms where large consulting teams with a hierarchical structure perform an extensive audit, then create technically brilliant solutions and hand them off to the client,” said Michael Beer, chairman of TruePoint Partners and professor emeritus of Harvard Business School. “Our mission is to help our clients develop leadership and organizational learning capabilities that enable them to solve their current problems as well as prepare for the issues that arise down the road. We do more than just solve point problems – we make an organization self-sufficient.”

As the Center for Organizational Fitness, TruePoint’s partners have worked with over 200 organizations – including electronic instruments and controls company Agilent, medical products maker Becton Dickinson, cable leader Comcast, restaurant chain Steak n Shake and hospitality company Whitbread PLC – to reorganize business units, increase collaboration and boost profits at all levels of the companies.

“TruePoint helps organizations unlock the latent energy in them by giving people the opportunity to share what they know in a way that can be effectively used,” said Peter Dunn, CEO of U.S. restaurant chain Steak n Shake, who has worked with TruePoint and its predecessor firm since 2003. “We’ve adopted TruePoint’s approach for all the plans we’ve done here and have found it to be immensely useful. It’s almost like cheating – in all the places you might go astray, their methodology helps you find the right answers.”

### **TruePoint Center to Bolster Knowledge of Management and Leadership**

TruePoint’s research arm, the TruePoint Center for High Performance and High Commitment, creates and disseminates knowledge about how to sustain long-term performance through building employee commitment. The organization will consist of research staff who will work with leading academics to assemble publications, workshops and roundtables that examine the common attributes in the designs of high-performance organizations, change processes and the constraints to them, measurement tools and leadership issues.

TruePoint Center will bring together CEOs from a variety of industries to share ideas and foster learning from peers who have faced similar challenges. CEOs will have the opportunity to have other chief executives assess the effectiveness of their organization's transformation and discuss potential paths forward.

“As a consulting practice, we help leaders transform their companies by building the capabilities of their managers,” said Russell Eisenstat, president of TruePoint Partners. “We envision TruePoint Center as a knowledge center that will further research how great companies are built – or rebuilt. Ultimately, we hope to change management practice by helping CEOs learn how to turn organization into a powerful competitive advantage.”

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### **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 has worked with 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](http://www.truepoint.com).