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## NEWS

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**For Immediate Release**  
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### **Synovum Releases Strategic Thought Leadership for Global Mining Industry**

COLUMBUS, OH [July 28, 2016] – The mining sector is in the midst of a huge period of turmoil thanks to the crashing commodity prices. The price crash is being driven by slowing demand from China and massive supply gluts for many raw materials. It has forced mining & metals companies into big structural changes, with many organizations cutting thousands of jobs and frantically restructuring their business in the hope of remaining profitable.

Today, Synovum released its latest in a series of thought leadership articles entitled **Just Not Good Enough – Mining Perspective 2017**. In the point of view article, Rolf Gerritsen, the author, highlights the need for mining companies to focus on the root cause for their decline in productivity and performance, and focus efforts around six (6) management disciplines that must be mastered by the industry. Gerritsen states that addressing these disciplines is a “matter of urgency.”

“For the remainder of 2016 and all of 2017, mining and metals companies need to ‘double-down’ on efforts to make significant step changes in efficiency, innovation, and cost performance as they move forward in the uphill struggle to drive productivity,” said Stephen Hamilton, Synovum’s Managing Partner.

#### **About Synovum Partners, LLC**

Synovum is a niche operational consulting boutique that surgically integrates workforce adoption and problem resolution disciplines with high-impact leadership practices and breakthrough thinking tools for companies in the Chemical, Energy, and Natural Resource industries. The result is a powerful process that enables Senior Executives to solve their toughest business challenges with innovation, impact, and integrity.

Synovum is headquartered in Columbus, OH with satellite presence in Calgary, Houston, London, New Orleans, and Toronto. Synovum draws on the knowledge and experience of its consultants, whose skills span the initial generation of ideas and insights all the way through to detailed deployment and implementation. Synovum’s partners have led workforce adoption, capability development, and business

transformation initiatives for over 500 Global 1000 and mid-market companies across 6 continents.

For additional information about Synovum go to: <http://www.synovum.com>.