



NEWS

For Immediate Release
(March 17, 2016)

Contact: Stephen Hamilton
Tel: (888) 887-9668

Executive Leaders Need to Focus on 4 Key Attributes to Ensure Sustainability of their Organization

COLUMBUS, OH [March 17, 2016] – One of Synovum’s Executive Partners released a point of view article today, discussing the need for executives to focus more on the creation and establishment of a change framework in order to create an environment for success and sustainability.

“Today, many organizations are operating with employees that have either disengaged or have actively disengaged from the executive team’s vision and plan”, said Julie McManus, Executive Partner. “Executive’s have a responsibility to engage their teams, elicit their support, and help them to sustain and grow the business.”

Employee engagement and adoption is a major struggle for U.S. companies. Over 70% of employees have disengaged from the C-suite’s strategy, change plans, and operational focus for their organization. Many are just waiting for the overall economy to turnaround, in order to seize fresh opportunities and join organization that are more closely aligned to their personal values.

“By creating a framework that builds a shared vision, drives autonomy, develops the mastery of capabilities, and creates an environment of trust, many leaders can avoid the inevitable erosion that occurs,” said McManus. “The benefits of gaining engagement from employees are clear. Companies can realize tangible benefits in profitability, often driven from increases in productivity, improved customer service, and reductions in both customer and employee turnover.”

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 offices in Calgary, Houston, 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>.