



Helping companies manage change.

NEW CERTIFICATIONS KEEP GRAY STONE ADVISORS AT THE FOREFRONT OF LEADERSHIP DEVELOPMENT

James E. Lara, Principal, Earns Status of Kolbe Certified™ Consultant

Knoxville, TN – May 30, 2009. James E. Lara, principal, Gray Stone Advisors (GSA), recently earned the status of Kolbe Certified™ Consultant after completing Kolbe Certification™ training in Phoenix, Arizona. With this immersive training for organizational leaders, Mr. Lara gained in-depth understanding of the Kolbe System™ and how to generate and interpret Kolbe reports to optimize team performance.

Gray Stone Advisors utilize Kolbe Indexes and software to identify natural talents and help individuals and organizations utilize those talents productively. It is an internationally recognized certification that is a valuable credential providing competency authentication in utilizing the Kolbe System™.

To become a Kolbe Certified™ Consultant, Lara participated in class work, seminars, case work and passed an exam; he will be required to attend recurrent Professional Growth Seminars every 18 months to stay up to date with the latest applications and technology. Kolbe's unique collection of powerful diagnostic tools help decision makers hire and keep the right people, maximize employee potential and build successful project teams.

"The Kolbe Index has turned the old adage, 'trust your instincts,' into cutting edge workforce strategy," states Lou Dobbs, CNN Anchor, Managing Editor, Lou Dobbs Tonight.

The Kolbe Wisdom™ focuses upon one of the three dimensions of the mind – The Conative Dimension or the "Doing" part of the mind that is associated with Drive, Instinct, Necessity, Mental Energy, Innate Force and Talents. Another part of the mind is 'Cognitive' or 'thinking' sector, which is commonly described as IQ, Skills, Learned Behavior, Reason, Knowledge, Experience, Thought, Education and Training. The third part of the mind is "Affective" or 'feeling', which is

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commonly described as Desires, Motivation, Attitudes, Preferences, Emotions, Values and Beliefs.

“Proper utilization of the various Kolbe tools enables us to reliably predict how an individual’s instincts will influence how they approach problem solving and striving in a professional work environment, thus enabling an organization’s design to be optimized for team and individual effectiveness with a minimum of conflict and a maximum amount of synergy and efficiency. This results in highly effective work teams, groups and troupes, enabling successful organizations to do a lot more with a lot less,” states Lara.

“We place a strong emphasis on achieving the highest industry standards in certification and development to provide best-in-class service to our clients,” adds Steven P. Brechter, Senior Consultant & Project Manager, Gray Stone Advisors. “In addition to the Kolbe System™, we are also certified in The Birkman Method®, an industry leading tool that facilitates self-development, team building, executive coaching, leadership development and conflict resolution. Employee development is a key issue for business in today’s fast-paced and rapidly-changing world and it is directly linked to a company’s ability to attract and retain top talent. Employee development starts with an understanding of one’s best ‘fit’ in the organization, which translates directly to improved bottom-line results. The Birkman Method is a powerful tool for such insight and provides an excellent foundation for Individual Development Planning.”

ABOUT GRAY STONE ADVISORS:

Gray Stone Advisors provides ‘hands on’ management consulting services and solutions to companies of all sizes in profit and not for profit sectors, including Fortune 100 corporations, privately owned companies and entrepreneurial ventures. The firm specializes in change management, performance improvement, turnaround and renewal strategies, executive leadership development and general management consulting services to companies in business aviation, finance/investments, specialty retail and distribution and logistics.

Gray Stone Advisors has received wide acclaim and recognition for its distinctive, ‘reality-based’ approach to change and transformation. Gray Stone Advisors is a member of the Turnaround Management Association, National Business Aviation Association, and Access Alliance.

Gray Stone Advisor’s headquarters is located at 7501 Cherokee Springs Way, Knoxville, Tennessee, with regional offices in Atlanta, Georgia and Columbus, Ohio. For additional

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information about Gray Stone Advisors, visit www.graystoneadvisors.com or call the company's headquarters at 865.357.5077.

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