



Helping companies manage change.

REALITY-BASED TRANSFORMATION

The Key to Successful Change Management and Corporate Renewal

Knoxville, TN – February 20, 2009. Gray Stone Advisors recently introduced ‘reality-based’ management, analysis, and measurement tools as part of their corporate turnaround and renewal practice. Specializing in Aviation Operations and Support for both business and private aviation, Aviation Sector Support Services – including medical, travel, security & maintenance, Specialty Retail and Distribution and Logistics industry sectors, Gray Stone Advisors helps companies successfully navigate the challenges of change.

As business becomes more dynamic, leadership struggles to remain focused on the critical metrics that form the platform for long-term viability and success. Many organizations leave ‘reality-based’ financial analysis and performance management solutions out of the mix when they need to be merged with planning and analytics. Delivering shareholder value requires business planning and forecasting, neither of which will hold water unless you have a firm understanding and reality-based view of your company’s financial picture.

“Our goal in turnaround and renewal work includes helping companies build a ‘reality-based’ culture founded on information-based decision making, not wishful thinking,” states Gray Stone Advisor’s founder, Jim Lara. “Assessing and improving key financial and performance-based metrics throughout the organization, and involving decision makers at the top, as well as ‘improvement-makers’ – everyone within the company that makes decisions that impact business every day – are integral components of realizing positive, and ongoing change success.

Gray Stone Advisors site Bruno Aziza and Joey Fitts, who explain in their book, *Drive Business Performance-Enabling a Culture of Intelligent Execution*, that although planning may begin in the finance department, successful companies take financial performance management outside the office of the CFO and make it a key business initiative across all departments. “Organizations

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execute and impact performance at a larger scale when performance management moves beyond the office of finance. By extending broader participation across business units, the office of the CFO can truly become the agent of change and enable the rest of the business to do its job better.”

Gray Stone Advisors provides ‘hands on’ management consulting services and solutions to emerging and mid-level for-profit and not-for-profit, privately-owned and publicly-held businesses, large corporations and closely-held, small enterprises, entrepreneurial ventures and well-established brands. The firm specializes in turnaround and renewal strategies, performance improvement, change management, executive leadership and training and general management consulting services to companies whose business practices involve business aviation, specialty retail and distribution and logistics.

Gray Stone Advisors has received wide acclaim and recognition and continues to focus on customer service and innovative approaches to corporate renewal, including 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.

The headquarters office is located at 7501 Cherokee Springs Way, Knoxville, Tennessee. For additional information about Gray Stone Advisors, visit www.graystoneadvisors.com or call the company’s headquarters at 865.357.5077.