



Helping companies manage change.

SURVIVAL GUIDES FOR AVIATION LEADERS

How to Effectively Address Core Issues Facing the Aviation Industry

Knoxville, TN – February 23, 2009. Gray Stone Advisors introduces “*Survival Guides for Aviation Leaders*” as part of their **Tool Box Series**. Business Aviation faces several complex issues as a result of increased pressure for more efficient asset utilization, higher customer service demands, changing operational and performance environments, and increased media focus on business aviation usage.

While the business aviation industry is ‘tightening its belt’ - in similar fashion to the economy as a whole - opportunities exist for leaders who are ready to embrace ‘survival-mode’ business practices. Gray Stone Advisors’ Survival Guides address key topics, challenges and solutions for business sustainability, renewal and growth. The “Survival Guides” focus on helping Aviation Leaders identify business value and best practices in aviation, manage risk, and realize higher levels of success from their strategies, programs and initiatives.

The ***Survival Guides for Aviation Leaders*** cover a wide array of ‘time-tested’ business and leadership techniques designed for today’s Aviation Leaders. The ‘Guides’ reflect Gray Stone Advisors focus on the development and delivery of improved organizational performance – and challenge the reader to create a culture that is built on a foundation of solid business and management disciplines. Current topics include “Creating Value” and “Know Your Numbers”. New topics will be added monthly and include:

- Aviation Efficiency Programs
- Continuity and Contingency Programs
- Service Quality Enhancement
- Management System Analysis
- People Engagement & Change Management
- Process and Equipment Optimization

Turnaround & Corporate Renewal Specialists

Gray Stone Advisors, Knoxville, TN
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- Training Development Solutions
- Turnaround and Renewal
- Technology Usage Review
- Best Practices in Business Aviation

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.

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