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For Immediate Release

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KALUDIS CONSULTING RELEASES FIRST IN A SERIES OF “EXECUTIVE PERSPECTIVES” FOR COLLEGE AND UNIVERSITY LEADERS

Higher Education consulting firm offers new ideas on how to gain Strategic Traction™

WASHINGTON OCT 8 2001— Kaludis Consulting today released the first in a series of executive perspectives on the management challenges facing the nation’s colleges and universities. “*Strategic Traction™: How College and University Leaders Keep their Institutions Moving Forward*,” available at www.kaludisconsulting.com, presents and explores a planning and decision-making framework that helps institutions gain the traction they need—Strategic Traction—to identify opportunities, move forward, and sustain success.

“Changing conditions and competitive pressures in higher education mean that institutions must continually sharpen their planning skills and improve the outcomes of their decision-making processes.” says George Kaludis, Chairman and President and co-author of the paper.

Senior Vice President and co-author Barry M. Cohen adds, “Our work helps higher education executives cope with the changes their institutions now face—in stakeholder expectations, technological capabilities, and market competitiveness, to name a few—and also identify and capitalize on the opportunities that are unfolding before them.”

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Kaludis Consulting

Strategic Traction is achieved through the application of an integrative approach to strategic thinking, planning, and decision-making that develops focus, sets direction, and achieves alignment of resources. It is the linkage of those three elements—focus, direction, and alignment—that generates Strategic Traction. Regardless of type, size, characteristics, or financial wherewithal, institutions can benefit from applying the Strategic Traction framework.

To obtain a copy of “*Strategic Traction™: How College and University Leaders Keep their Institutions Moving Forward*” or register to receive future papers in the Strategic Traction series, visit www.kaludisconsulting.com.

About Kaludis Consulting

Since opening its doors in 1977, Kaludis Consulting has helped more than 300 colleges and universities face competitive pressures by working with institutions to accentuate core competencies, apply new technologies, reduce costs, build partnerships and sustain a culture that successfully manages change. As a result of the firm's track record, the people of Kaludis Consulting have become trusted strategic advisors for college and university executives across the country who seek to transform their institutions.

Kaludis Consulting is headquartered at 1919 M Street, Suite 440, in Washington, DC. 202-331-3650. Visit the company at www.kaludisconsulting.com

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