



Building Organizational Excellence Through & Beyond Transition

For Immediate Release:

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Get Back in the Race! **Finally, small and medium-sized companies have an** **affordable option designed just for them:** **the Organizational Chiropractor**

(Boulder, Colo., March TBD, 2006) — Turnaround gurus. Alignment consultants. Organizational specialists. Large companies can handpick expertise from top firms and specialty boutiques. But what about small- and medium-sized companies that can't afford, or don't need the comprehensive consulting projects offered by the Big Four?

Cattermole & Associates stands apart from other organizational development consultancies because it helps small- and medium-sized ventures.

According to the Small Business Administration, 10 percent of businesses fail or file for bankruptcy any given year. Even more staggering, only 44 percent of start-ups survive beyond a fledgling four years. Cattermole & Associates, a Boulder, Colo.-based organizational alignment firm is determined to improve these statistics through innovative diagnostics and interventions designed specifically for smaller companies that need tangible results. Most of its clients range in size from 30 to 400 employees, a professional demographic that's often overlooked.

Co-founders **Fiona** and **Paul Cattermole** coined the term “**Organizational Chiropractor**” to describe their model for change, which uses the human body as a metaphor. Unlike large businesses, which tend to “silo” problems and view one issue at a time, the Organizational Chiropractor takes a holistic, comprehensive stance to financial and operational realignment.

The Organizational Chiropractor metaphor aligns the head (vision and leadership) with the backbone (process and structure) and the limbs (personnel).

Through direct consulting, speaking engagements, seminars and an upcoming book “*The Organizational Chiropractor*,” this team is changing the way businesses manage finances, operations and profitability. This model greatly improves the odds that small- and medium-size companies will succeed.

“We have purposely catered to companies in this size range because it’s a marketplace segment that is at a disadvantage when it comes to seeking management help, or needing business realignment,” Fiona says. “Most of our clients want something customized to their needs and don’t require the services of a large consulting practice that might use a ‘one method fits all’ approach. We’ve spotted the gap in service, and we’re offering that sector the Organizational Chiropractor model because these clients and business leaders can truly understand and appreciate it. It also helps, of course, that the Organizational Chiropractor is proven to work, which CEOs and managers find is a welcome relief. We’re not wasting anyone’s time, and we’re delivering value.”

Fiona and Paul Cattermole have a combined 55 years of experience in turnaround expertise and organizational alignment, working with clients both in the United States and abroad. They regularly hold speaking engagements with and provide seminars to a variety of businesses and organizations, as the Organizational Chiropractor supports almost any business model.

To learn more about Cattermole & Associates, or to request seminar or speaking engagement information, please contact **Fiona Cattermole** at: **720-406-3515** (office); **303-807-1044** (cell); fionacattermole@finexex.com; www.finexex.com.

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