



Fortune 500-Type Strategy Now Available to Business Leaders of Small & Mid-Size Companies Through InPower(TM) Coaching

The RobinsonEdwards Group, a Dallas-based management consulting and strategic advisory firm, is pleased to announce the launch of its new coaching program, InPower(TM), designed to bring the type of strategic thinking used by Fortune 500 companies to leaders in small business and middle market companies.

DALLAS (Business Wire EON) February 15, 2008 -- InPower(TM) (www.getinpower.com) is the signature coaching system of The RobinsonEdwards Group LLC (www.robinsonedwards.com), a Dallas-based management consulting and strategic advisory firm dedicated to helping businesses create value and maximize their opportunities.

The InPower(TM) (www.getinpower.com) proprietary system was created by Cecilia Edwards after having spent almost seven years with The Boston Consulting Group and achieving nearly 20 years of strategic success in business, the military, civic endeavors, nonprofit leadership, education, and supporting communities of faith.

Good strategy that produces long-term, sustainable results requires a clear articulation and adherence to a compelling mission and vision statement. The InPower(TM) system helps leaders develop individualized, holistic strategic plans for themselves, allowing them to better integrate all of their life's priorities in a manner that spills over into business success.

"There's a direct correlation between your values, your life/mission statement, and your personal and professional goals. This program aids in bringing all three of these areas into congruence," Jim William, former corporate CFO and current program participant.

The InPower(TM) (www.getinpower.com) system is made available to small business leaders and middle market company leaders in conjunction with a strategic engagement directed at the organization, or through a group tele-coaching process. The six week group process, Get InPower!, is efficiently delivered over the phone in weekly one-hour sessions.

"A welcome divergence from the current empowerment movement, InPower(TM) is based upon the premise that we already possess all of the power we need to accomplish our goals," Edwards said. "We don't need someone to give us authority (more empowerment). We need to tap into and learn to use the power we already possess."

About The RobinsonEdwards Group

The RobinsonEdwards Group (<http://www.robinsonedwards.com>) is a Dallas-based management consulting firm that focuses on delivering strategic advisory and consulting services to middle market companies and the individuals and investment firms who own them. Building upon over ten years of experience in strategy consulting across a wide range of industries, The RobinsonEdwards Group brings a multi-disciplinary approach to creating long-term shareholder value and enabling innovation. Complete bio for Cecilia R. Edwards can be found



at www.getinpower.com.



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