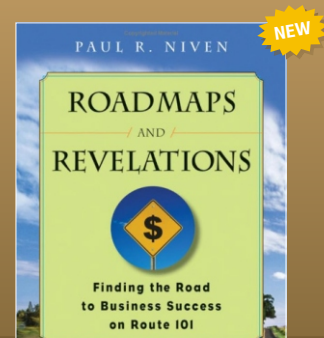


“Roadmaps and Revelations: Finding the Road to Business Success on Route 101”

An informative and entertaining management fable takes a fresh look at how organizations can create a winning strategy.



San Diego, CA - May 5, 2009 - Paul Niven, a noted speaker and writer on subjects of Strategy, the Balanced Scorecard, and Performance Management, in his new book and first management fable, “Roadmaps and Revelations: Finding the Road to Business Success on Route 101”, walks readers through the often daunting process of creating a successful business strategy using an entertaining, engaging, and realistic storyline.

Sprinkled with practical examples and workable solutions, the new book will appeal to business executives, managers, consultants, and all those involved in the development and execution of an organization's strategy.

“Simply brilliant, and brilliant in its simplicity,” said Jay Forbes, Senior EVP & President, EMEA, Ingram Micro (a Fortune 100 company). “I have read few books that convey so much in such a memorable manner. Roadmaps and Revelations will be a must-read for my leadership team as we look to improve our own strategic planning processes.”

In the book, Paul shares his framework, called “Roadmap Strategy” based on the book's title. The model challenges organizations to answer four questions that are fundamental to the development of a differentiating and winning strategy.

The result of the process is a simple statement of strategy that can be communicated easily to all employees, allowing them to grasp where the organization is going and how they can contribute to its success.

The book will enable organizations to:

- Arrive at a consistent definition of the word 'strategy', facilitating all future communications
- Examine and improve their core mission
- Create a dynamic, easy to understand, and easy to communicate strategy, ensuring alignment throughout the organization.

FOR IMMEDIATE RELEASE

ROADMAPS AND REVELATIONS: FINDING THE ROAD TO BUSINESS SUCCESS ON ROUTE 101

For further details please visit:

<http://www.paulniven.com/roadmaps-and-revelation.html>

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About Paul Niven



Paul Niven is a noted speaker and writer on the subjects of Strategy, the Balanced Scorecard, and Performance Management. His first book, “Balanced Scorecard Step-by-Step: Maximizing Performance and Maintaining Results” has been translated to over a dozen languages around the globe. Paul was a practitioner before he became a consultant. He honed his Performance Management expertise in industry, leading a highly successful implementation at one of the first inductees into the Balanced Scorecard Hall of Fame. Paul is also the founder of The Senalosa Group, a consulting firm exclusively dedicated to helping organizations reach breakthrough results that can be achieved by creating a winning strategy and executing it with the Balanced Scorecard.

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