The only thing more powerful than a big idea is the team that can see it through. When you decide to purchase a membership in the Partners for Excellence (PAEX) program, a team of business experts will be assigned to help you grow your business. Together, we will:

**Identify Strategic Priorities**
- The PAEX Team helps you identify and solve a strategic issue that is critical to the future of your company.

**Develop Your Top Talent**
- Your key employees will have access to high-quality executive development certification programs and online digital badge programs.

**Accelerate Profitable Growth**
- We specialize in developing innovative ways to develop new products, services, and processes that will create a new competitive advantage.

**The PAEX Core Team Members**

**Dan Stotz, M.S., CMC**
Senior Director specializing in innovation, adaptive leadership, and developing marketing action plans

**Everett Darby, MBA**
Lead Consultant specializing in innovation, business models, and developing growth strategies.

**Dennis Lanham, M.S.**
PAEX Director specializing in operations excellence, dashboard analysis, and key performance indicators

**Laura Soscia, MBA**
Lead Consultant specializing in sales leadership, change management, and developing revenue strategies.

The reverse side of this brochure provides more programs details.
**Business Services: Identify Strategic Priorities**
A team of business experts help you clarify your business strategy and identify the roadblocks to growth

- Develop or review your strategic plan
- External review of marketplace dynamics
- Clarify and evaluate your business model
- Identify your company’s primary constraints to growth

**Innovation Services: Accelerate Growth**
Learn how to use the process of innovation to create a new competitive advantage in the marketplace

- Identify a key innovation challenge or opportunity
- Discovery Phase: Better understand the voice of the customer
- Invention Phase: Develop and test prototype solutions
- Adoption Phase: Implement and monetize the selected solution

**Training Programs: Live Classroom and Self-Paced Online**
Highly-interactive and fast-paced executive education programs designed to help you develop, inspire, and retain your key employees. The topics include:

- Business Innovation
- Creative Problem Solving
- Financial Savvy
- Global Thinking
- Leadership Excellence
- Lean Six Sigma
- Management Consulting
- Marketing Excellence
- Project Management
- Sales Leadership

**Monthly Meetings: Review Key Performance Indicators (KPIs)**
The PAEX Team meets with you every month to review your key performance indicators

- Monitor organizational performance
- Make adjustments based on dashboard
- Launch a strategic innovation project

**PAEX Networking Events, Online Community**
Attend high-quality business events held at the GSU Buckhead Center and also via a PAEX online community

- Quarterly PAEX Roundtable Program for senior executives
- Annual PAEX Conference held in Atlanta, Georgia
- Annual PAEX Conference held at Belo Horizonte in Brazil
- Online Discussion Boards exclusive to PAEX members

For more information, or to schedule an appointment, contact:

Dan Stotz, PAEX Senior Director  
Phone: 404-413-7407, Email: dstotz@gsu.edu

Dennis Lanham, PAEX Program Director  
Phone: 404-413-7301; Email: dlanham@gsu.edu

What do you receive as a PAEX Member during your one-year membership?

- **40 hours of consulting** (strategy planning)
- **48 hours of monthly meetings** (monitoring dashboard results)
- **40 hours of team coaching** (strategy implementation)
- **72 hours of classroom training** for three employees (leadership and innovation)
- **45 hours of online training** for ten employees (general management topics)