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Local Speaker Offers Sage Advice in Times of Economic Change

Austin Companies Find Cultural Transformation Tools Impact their Bottom Line

AUSTIN, Texas — August 23, 2004 — Austin companies can find out more on aligning their corporate values with their actual business practices at an upcoming conference in late September. Ellen Miller will be coaching firms on how to integrate core values and ethics into a company's daily business practices. Several Texas companies have gone through the training with Miller and are already seeing the results.

“The value-based approach to business changed many of my procedures, which were already good in practice -- yet in the areas of customer service and accountability, Ellen's techniques helped me take my processes to a new level of efficiency and quality for my customers,” said Carolyn Holzman, owner of EMA CD Manufacturing.

Ellen Miller, a business consultant, is one of the few practitioners in Texas certified to train and teach the values based approach to business as written about in Richard Barrett's book, *Liberating the Corporate Soul*. He is best known for his work in the Seven Levels of Organizational Consciousness.

As the Enron debacle is still being resolved and many corporations ethics are being challenged, focusing on the workplace's most precious resource, our human capital, comes at the perfect time ... My course provides an avenue for small business and large corporations to adopt key values which penetrate the workplace culture, enhancing the likelihood of more productive business practices to take place,” said Miller from her North Austin office.

Miller has been teaching the Barrett technique for over six years and previously had been in sales for a telecom company. Feeling overly stressed from the dynamics of both the job and the business culture of the company, Ellen made a career transition to

teaching people how to communicate more effectively by understanding communication styles. Since her career change, Miller has been involved with diverse aspects of training and professional development for the past 17 years, consulting with companies such as Whole Foods, Samsung and the Insurance Network of Texas.

“What do the top 100 companies to work for have in common? They have a strong cohesive culture and employee fulfillment,” Miller paraphrases from a favorite quote she noted in *National Magazine*.

Miller’s upcoming certification seminar, “Cultural Transformation Tools and Models Training supports leaders in building values-driven organizations,” will be taught at the Vintage Villa’s on Lake Travis on September 28 and 29. For more information, Miller can be contacted at team@austin.rr.com or www.teamperformanceus.com, 512-836-2525.

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