

Grid Participates in *Business Week* Advertorial

Grid International has participated in an “Advertorial” piece in *Business Week* Magazine’s August 23, 2004, issue running in the North Central and South Central regions of the US. The half-page article is titled “The Power to Change Delivers Passion For Business Excellence” and introduces the power of sound relationships and their impact on business performance.

Backing up the published article is a more in depth piece accessible through the Expert Insights website at www.expert-insights.com. The article provides more detail on Grid and is titled “The Leadership Grid: Measuring the Intangible.” It is a summary of the Leadership Grid Seminar, its theory and methodology, and the kinds of results that can be expected. There is also some Grid history and some information about Grid learning and products.

For more information, contact:

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