

March 7, 2010

**FOR IMMEDIATE RELEASE**

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## **Change Guides Expands Global Reach with Strategic Partner in Australia**

Change Guides has sold their business books on managing change globally for years but a new strategic partner in Australia is helping them expand their other products and services globally

Change Guides LLC, based in Cincinnati, OH, has signed a partnering agreement with Willow Consulting based in Brisbane, Australia.

“When we knew Willow Consulting had certified change agents in Australia we wanted to understand their methodology and how it could help us address change management issues with our customers” said Bob Cupitt, CEO of The Learning Edge International (TLEI), from their headquarters in Tasmania Australia.

“Willow Consulting recently provided change management training to our consulting group as part of TLEI taking a more strategic approach to managing change within our customer sites. The Change Guides Methodology that Willow is helping us implement, will more closely integrate our software solutions to our customer’s processes. This becomes a point of differentiation for TLEI in the market,” Bob Cupitt said.

Principal Consultants from Willow Consulting traveled to Cincinnati in September, 2009, to better learn the Change Guides methodology. After spending the week at the Change Guides headquarters, Willow Consulting quickly moved into discussions around a partnership. The two parties formalized the agreement in December, 2009.

“We think this could be a model for further expansion and growth” says, Stacy Aaron, Partner at Change Guides.

Change Guides offers consulting, training, certification and other work support tools to help organizations successfully tackle organizational change. Kate Nelson and Stacy Aaron started Change Guides in 2005. It is a 100% women owned business.

More information about Change Guides, Ms. Aaron and Ms. Nelson can be found at [www.changeguidesllc.com](http://www.changeguidesllc.com).



*Guiding organizations through change*

Consultants, Authors and Trainers

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The Learning Edge International is a leading software solutions provider to the educational market. The Learning Edge International's principal offering is EQUILLA, a Digital Repository that incorporates Learning Objects, Learning Content Management and integrated content authoring.

If you'd like to schedule an interview with one of the partners, they can be reached at [stacy.aaron@changeguidesllc.com](mailto:stacy.aaron@changeguidesllc.com) or [kate.nelson@changeguidesllc.com](mailto:kate.nelson@changeguidesllc.com).

To schedule an interview with Willow Consulting, they can be reached at Leo Wilson, Principal, Willow Business Consulting: Ph 0421 058 076, email [willow.leo@bigpond.com](mailto:willow.leo@bigpond.com).

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