



Partnering for Global Solutions - REACH joins Palatine's Alliance Network

July 10, 2007 -- Palatine Group has teamed with leading Personal Leadership expert William Arruda of Reach Communications Consulting, Inc. to expand their project leadership business offerings and to bring Reach's innovation to the marketplace. Arruda, based in New York and Paris, is a pioneering brand strategist, speaker, author and entrepreneur and the global leader in personal branding. "William is passionate about the role leaders play in engaging their teams and building strong brands," say his clients, which include IBM, JP Morgan, Disney, Adobe, Microsoft, Warner Brothers, British Telecom and Starwood Hotels. He is a member of the International Coach Federation and holds a Master's Degree in Education. His articles have appeared in the Wall Street Journal, Harvard Business Review, Time Magazine and Forbes.

To succeed in today's dynamic and ultra-competitive marketplace, project team leaders must build strong personal brands so they can make an indelible mark on the teams they lead. In this workshop, we provide the three-step process that enables team leaders to build powerful reputations with their teams and the entire organization.

Palatine will be offering Arruda's workshops as both a product offering in their project leadership portfolio, as well as a customized component of their flagship simulation "The Project Leadership Experience™" workshop. Clients can customize the solution and add topics such as leadership for executives and emerging leaders, emotional intelligence (EQ), and personal and executive branding (reputation management).

"William's workshops are high-energy, actionable presentations on topics that are critical to today's fast moving, talent-centric organizations," says Palatine's CEO Lawrence Suda. "Before you can lead a team, you need to know who you are and what your strengths are", continues Suda, "and that team is looking to you to make a mark on the organization -- not only to drive your career but to drive the organization and the team." The programs are designed to help global managers build their confidence, develop greater self-awareness and enhance visibility,

presence and leadership skills. Palatine also will offer Arruda's personal branding assessment tool: 360 degree Reach, which has been used by over 50,000 professionals and consultants worldwide.

For more information about Palatine's partners and our Personal Leadership workshops, contact Donna Vermeer at 212.680.3790 or email us at dvermeer@thepalatinegroup.com

About Palatine Group

Founded in 1976 as Management Worlds, Palatine Group is a leader in Project Leadership and Project Management simulations and technology-based learning solutions. For 30 years, Palatine has helped its clients accelerate their organization's performance, providing measurable results, along with increased profits. Palatine Group was among the first to recognize the value of simulation experiences in developing real-world capabilities among business professionals in the public and private sector, and has delivered the value of that vision to tens of thousands of project practitioners. Clients and users include NASA, Alcatel-Lucent, Nokia, Boeing, General Motors, EDS, U.S. Steel, Fuji, Eli Lilly, Merck and many others. www.thepalatinegroup.com.

About William Arruda

Dubbed the personal branding and personal leadership guru by the media and clients alike, William Arruda is an executive coach, author and international public speaker. After spending 20 years in high technology marketing and branding, William founded Reach, the global leader in personal branding. William is the coauthor of the recently published *Career Distinction*, an Amazon Careers bestseller, (July, 2007) and a finalist in the Harvard Business Review's Top 20 Most Innovative Concepts of 2007. He holds a B.S. in Electrical Engineering from the University of Massachusetts and a Masters of Education from Cambridge College.