



CLEARWATER PERFORMANCE GROUP FORMED TO HELP
BUSINESS LEADERS SLEEP BETTER AT NIGHT

LANESBORO, Minn., Oct. 14, 2009 - As a business leader, what's keeping you up at night? Whether it's personnel issues or lagging sales as a result of this tough economy, ClearWater Performance Group is the "wave machine" that helps you rest easier.

In the ocean, waves are forces of energy creating long-lasting ripples that eventually reach and smooth the shoreline. The newly-formed ClearWater Performance Group sees itself in much the same way.

"We put our energy into bringing clarity and action to those organizations currently riding the turbulent, murky waters of business, said Managing Partner Heather Richetto-Rumley. "We help senior leaders by developing customized plans for navigating swiftly to their goals. ClearWater's unique approach helps leaders re-examine and re-energize their organizations to bring about positive changes leading to better performance."

ClearWater Performance Group is a performance acceleration firm. ClearWater's team of performance coaches work with leaders and their teams needing solutions for critical organizational challenges in the areas of revenue performance, corporate culture/workforce engagement, team building and execution of business strategy, among others.

ClearWater offers impactful, sustainable, client-specific solutions through identifying an organization's "pain points," developing and implementing a customized "how to" program, and working alongside company leaders and their teams to execute the plan.

Many leaders and their teams inherently “know” what they should do to make positive changes, but they often get stuck in exactly “how” to make it happen. ClearWater focuses on the process of “how”, helping leaders bridge this “Knowing-Doing” gap and develop an accountability plan for executing critical steps toward better performance until ROI is achieved.

ClearWater’s founders, Gayle Treichel Bunge, Dennis Douglass and Richetto-Rumley are former colleagues with nearly 75 years of combined business experience. The trio – who have spent more than five years together at Clear Channel University, a division of Clear Channel Worldwide – have a broad range of world class skills garnered from respected organizations such as *New York University*, *Behavioral Coaching Institute of Australia*, Chicago’s *The Second City Communications*, *Human Performance Institute-Orlando*, and the internationally-acclaimed *Creative Problem Solving Institute*.

“We partner with private and public sector organizations who share our common values and believe in supporting accountability from the top down,” Richetto-Rumley explained. “This means being authentic, acting with integrity, leading with courage and displaying compassion. At ClearWater, we share a passion for helping stretch leaders and their teams to achieve their potential.”

For more information about ClearWater Performance Group, visit www.ClearWaterPerformanceGroup.com, write Heather@ClearWaterPG.com or call (918) 298-4185.

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