



“Denise is fantastic... a powerful message...It is a superb recipe for business success. I found this more useful than any seminar I have attended including those by Michael Hammer.”



Mark Miskie, John Deere & Company



Denise A. Harrison

Hands on management experience combined with streamlined process add up to a common sense approach to business planning. Her fast-paced, insightful presentations use humorous examples to illustrate success and failure. Enjoy real life stories of plans gone awry, but leave with ideas for enhancing your company's performance.

Denise has been a successful business catalyst for over 20 years. She has special skills in understanding tough situations and envisioning solutions in a variety of environments. As President of a financial services firm, Denise significantly enhanced profitability and improved cycle time by 60%. The key to this success: each employee embraced the corporate strategy and focused on contributions to the company success. Many executives wrestle with the difficulty of strategic alignment throughout their organization. Denise speaks not only on the importance of this thinking, but also provides hands on practical ideas for promoting alignment.

As President of a division of a Fortune 500 information services company, she successfully developed the corporation's international expansion plan. In addition, she installed disciplined systems for tracking and responding to competitive market conditions and changes. Other responsibilities included: VP Operations, VP Marketing, Sr. VP and General Manager of two operating divisions.

Denise's background includes "old" and "new" economy experience combined with diverse functional experience, which enable her to communicate with executives peer to peer using thought provoking real life examples. Her presentations energize executives to think strategically, execute efficiently, and capitalize on the intellectual capital resident in their organization. Executives take away practical ideas for enhancing their organization's performance.

In addition to speaking, Denise consults to a variety of organizations. This hands-on experience gives her fresh insight into current business issues. Her clients include manufacturing companies ranging from specialty chemicals to computer storage devices, and service companies ranging from banks to software developers.

Denise graduated from Wellesley College with a BA in Economics and has a MS in Business Policy from Columbia University.

Recent Articles and Book Reviews:

“Strategic Planning: Sometimes a Road Less Traveled is Best” *Carolina Business*

“The New Economy: What is it? How Will It Impact My Business?” *Compass Points*

“Turning Strategy Into Action” *Carolina Business*

“Weathering Uneven Economic Growth” *Compass Points*

“Value Migration How to Think Several Moves Ahead of the Competition”, Book Review, *Compass Points*



“Denise Harrison is highly qualified and a FINE presenter!”
Robert Seligman, Chief Operating Officer, Laughlin & Associates



“Your energy and enthusiasm are evident and help create a positive environment to address the subject of Strategic Planning.”



Vennie Pent, President, Spectrum Financial Systems, Inc.

“Speaker had a broad knowledge of many businesses/industries – made content/examples pertinent to all of us.”

John Mentz, AVP Baker Environmental, Inc.

“Denise did an excellent job of not only presenting the information, but also using relevant “real-life” examples. Outstanding work!”

Steven Hodges, General Manager, Mary Kay Travel, Inc.

“The seminar was fabulous! Everyone felt it was extremely informational and your delivery was both entertaining and fun.”

Sandy Fineman, Wilcox & Gibbs, Inc.

“Denise was great. Articulates clearly and has great energy and excitement”

Pete Ryan, Seagate Technology, LLC

Speaking Engagements:

- Seagate Technology, LLC
- Association of Independent Mailing Equipment Dealers
- Michigan State University
- International Credit Association
- Nondestructive Testing Management Association
- Lotus Development Corporation
- Wilmington Chamber of Commerce
- Recording for the Blind and Dyslexic

Presentation Topics:

- Strategic Planning: Getting Real Results
- Strategic Alignment: Energizing Your Company to Execute
- Strategic Planning: Sometimes a Road Less Traveled is Best
- Turning Plans into Action
- Business Strategy for Turbulent Times
- Strategic Focus: The Key to Success

Denise A. Harrison

Center For Simplified Strategic Planning, Inc.



117 Ann Street
Wilmington, NC 28401
phone: (910) 763-5194
fax: (910) 763-6087
E-mail: harrison@cssp.com

www.cssp.com