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Nyman Group Launches New Branding Initiative Tailored to Executive Leadership
*Redesigned logo, website, leadership blog, and marketing
programs central to new business effort*

Ft. Washington, Penna. – April 5, 2010 – Nyman Group, specialists in developing communication solutions to facilitate leadership development and organizational effectiveness, have announced a new branding initiative tailored to appeal to executive leaders seeking trusted, results-driven services to develop their organizational teams. The firm’s branding efforts include a dynamic, redesigned logo; a new website designed to serve as a hub for clients seeking leadership and organizational solutions; and a series of industry-focused marketing programs kicked off with a business-to-business based public relations initiative.

According to Nyman Group founder and CEO Marilyn Nyman, the firm’s long-running success has created an opportunity for more aggressive positioning. “Nyman Group has been fortunate in that our business has never been in a stronger position than it is now. We see our new branding initiative as an important step forward in creating a more formalized business-building process rooted in industry-focused marketing programs.

“Our unique niche, helping clients apply the science of communications to address executive coaching, organizational development, and presentation training needs, makes Nyman Group unlike any other coaching or organizational development firm.”

A central element of the Nyman Group branding is the new website, which is designed with tools and resources to function as a thought-leadership hub for clients looking for answers to their organizational effectiveness challenges. The new site, at www.nymangroup.com, features a blog and forum for organizational leaders seeking to learn from industry best practices, find relevant news and information on the Nyman

Group site and the Web, and share information on leadership issues with other executive leaders.

About Nyman Group:

Nyman Group is a team of trusted advisors focused on helping clients master the art of leadership. The firm specializes in developing solutions -- rooted in the science of communications -- to address leadership development challenges through: executive coaching, organizational development, and presentation training. The Nyman Group team features experts with diverse and specialized backgrounds, and includes executive coaches, leadership and organizational development consultants, speech pathologists, performance consultants, presentation trainers, conflict and negotiation professionals, human resource experts, and speech and vocal coaches. For more information, call (215) 653-7220 or visit www.nymangroup.com.

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NOTE TO EDITORS:

For high-resolution artwork of the new Nyman Group logo or the firm's new web page, please contact Jeff McGinnis at 215-825-1062. Thumbnails are below:

