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# Press Release

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## **PARKLAND CO-DEVELOPS AND LICENSES BUSINESS IMPROVEMENT PROGRAM FOR NON-PROFIT ORGANIZATIONS**

CLEVELAND, OH, APRIL 7, 2011: The Parkland Group, Inc., a business performance improvement consulting firm, and Ogden Post Consulting Group, LLC, a consulting firm focused exclusively on serving non-profit organizations, announce the co-development and licensing of a diagnostic and performance improvement process and software program for non-profit organizations. The software, The Non-Profit Body Scan™, helps non-profit organizations compare themselves against World-Class performance in 16 key areas of the organization, while providing a detailed blueprint for improving performance. The Non-Profit Body Scan is part of Parkland's SOAR to Strategic Excellence™—a program to enable organizations to evaluate, quantify and significantly improve their performance and success.

“Through our collaboration with Ogden Post, we now have a unique tool that the non-profit world can utilize to determine not only their strengths and weaknesses, but also provide a solid framework for improving the organization,” Larry Goddard, president of Parkland and inventor of SOAR and The Non-Profit Body Scan stated. “We’re proud of our association with Ogden Post, the development of this new software program, and the agreement to license Ogden Post to utilize this proven methodology in Northeast Ohio region,” Larry continued. Frances Post of Ogden Post commented, “We wanted to bring

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the tremendous benefits of the SOAR expertise into the non-profit arena, where there is increasing pressure to deliver more services with fewer resources. SOAR helps us bring that insight and direction to our clients.”

### **About SOAR**

Parkland developed the patent-pending SOAR process based on its experience with hundreds of clients, the authoring of three business improvement books, and interviews with leading companies whose performance was at World Class levels. The Non-Profit Body Scan involves a cross-section of the organization using three teams comprised of approximately 12 individuals (4 board members, 4 members of the senior staff leadership and 4 non-management staff members) who evaluate the organization in a one-day session. The evaluation is done primarily by reviewing and answering 300 carefully designed questions about the organization’s strategy, operations and effectiveness. The answers to the questions are entered into a proprietary software program, which scores the answers based on algorithms developed by Parkland. The approach has been tested in organizations in very different industries with great success. Commenting after his organization’s SOAR session, William McClane, Chief Executive Officer of Tread Corporation stated, “Your insight helped us to identify the challenges we face with our company culture as we navigate several key transitions. We understand that the work to be done will take time, but the roadmap that resulted from the SOAR™ event will help to guide us as we press forward.” The non-profit module of the Corporate Body Scan joins 5 other industry modules, including Manufacturing, Construction, Retail, Distribution and Service Industries. More are in development.

### **About Ogden-Post Consulting Group**

The Ogden Post Consulting Group was founded to assist non-profit organizations in creating or aligning their strategic and operational plans to realize the overall mission, achieve financial objectives and promote long term sustainability. The Company’s services are designed to assist clients in selecting and adopting the specific business practices necessary to achieve their compassionate mission. Principals

Mary Ogden and Frances Post have worked extensively in the non-profit field, with a strong track-record of improved results with clients.

**About Parkland**

The Parkland Group, Inc. started in 1989 by Larry Goddard, is a management consulting and investment banking firm that has helped hundreds of businesses improve their performance and value. The company's approach—collaboration and teamwork—ensure that results are long-lasting. Parkland's clients are typically middle-market companies in a wide variety of industries, with considerably different circumstances. Parkland has gained national recognition for its innovative approaches to obtain impressive improvement results with clients.

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