
Press Release**For Immediate Publication****International Performance Coach, Lou Tice, Comes to India**

Promoting The Pacific Institute's cognitive-based leadership & excellence concepts

New Delhi, February 05, 2007 | Chennai, February 09, 2007

Mr. Lou Tice, the internationally acclaimed performance coach, in a press conference held today, informed the media about the seminars he is conducting through a newly formed affiliate of his company, The Pacific Institute (TPI) in India. TPI-India is a CGN & Associates initiative and has Mr. Kris Arvind, as its Managing Director, at the helm of affairs.

Mr. Seshadri Guha, the Chairman of CGN & Associates, Inc. (TPI-India's parent company) welcomed Lou Tice to India and announced that, "he was extremely pleased with the strategic partnership with a world-renowned organisation like The Pacific Institute." He also mentioned that, "CGN Business Performance Consulting is well positioned to help Indian businesses innovate and compete in the global marketplace." He further added that, "it is through our non-traditional approaches to management consulting, and with partnerships like these with The Pacific Institute, that we are able to bring best-of-breed solutions to the marketplace to help our clients respond, innovate, and compete in the global marketplace."

CGN partners some of the world's most admired corporations like Caterpillar and Ford Motors and work with their business leaders to compete in the global market place. In India, CGN & TPI-India have run seminars with attendees from state run NTPC and GAIL, TATA Consultancy Services (TCS), TATA Telesevice Ltd., Sundaram Clayton (TVS group), HDFC Standard Life Insurance Co Ltd, and HCL among others. [See endorsements and quotes from these groups in a separate brief.]

During his visit to India, Lou Tice will host a series of intensive and interactive seminars and will share his thoughts on creating and sustaining "Cultures of Excellence and Efficacious Leadership" that enhance productivity & performance resulting in better Return on Investment (ROI). Key concepts that will be addressed are: *Visionary Leadership*, *Organizational Alignment*, and creating *Cultures of Excellence*. Lou, in his inimitable style that has won him the reputation as a world-class speaker, will present powerful new approaches & concepts, in a lucid and practical way that will enable his audience to take their organizations to the next level of performance.

Each year, Lou Tice teaches more than a million people how to turn potential into performance. He visited New Delhi and Chennai New Delhi between Feb 05 and Feb 09 participating in seminars and workshops sponsored by ASSOCHAM, the Indian Institute of Public Administration, IIT-Madras, and the Madras Management Association, LIBA - Loyola Institute of Business Administration among others.

"This is an exciting time for The Pacific Institute," **Lou Tice** said, "as we embark on the adventure of bringing our programs and services to India, through our new offices in New Delhi and Chennai. For many individuals, a population of over a billion people, like India, might seem a daunting proposition. However, in the last four decades, The Pacific Institute has helped millions of people in all kinds of organizations, all over the world, to unleash the human potential that has allowed for tremendous change – cultural and bottom-line."

We are looking forward to the opportunity to work in one of the most vibrant, dynamic countries on Earth," Mr. Tice observed about his programs in India.

Since 1971, TPI has been the acknowledged leader in the field of performance enhancement, with a process, supported by scientifically-validated and internationally-proven programs, that address the very foundation of all human action – human thought. TPI-India in partnership with CGN, thus, specializes in aligning “Human operating systems” to an organization’s business systems, by unifying and integrating the organization’s mission, vision, goals, and people practices.

Mr. Jack Fitterer, President of The Pacific Institute, mentioned that, “TPI’s unique differentiator in the global marketplace is its integrated root-cause approach that provides the necessary tools for all management, organizational and business performance improvement solutions, and is a definite advantage to meet the challenge of improving any business.”

Lou Tice founded The Pacific Institute (TPI) with his wife Diane in 1971, as an organization that teaches people how to manage change, set and achieve goals, lead more effectively, and think in ways that create success. He is the author of, "Smart Talk for Achieving Your Potential" (1995), and "Personal Coaching for Results" (1997), and the creator of the world-renowned "Investment in Excellence" seminar, which has been translated into 16 languages.

Lou’s ability as a consummate teacher and mentor has brought him to some of the world’s hot spots: to the leaders of Northern Ireland, where he has worked since the mid-80’s; to Guatemala, where he has worked since the signing of the Peace Accords in 1995; and to South Africa from before the end of the era of apartheid to this very day. In 2004, he brought his considerable talents to bear in an on-going partnership with the University of Southern California head football coach, Pete Carroll, to make a positive difference with the gang problem in South Los Angeles.

On this momentous occasion, **Mr. Kris Arvind**, the Managing Director of TPI-India, (and a Managing Principal at CGN-USA), and the force behind bringing this organization to India, stated that, “Quality improvement processes are only as good as the foundations upon which they are laid. If the foundation is flawed, then the process becomes ineffective, and a waste of valuable time and limited resources. By driving down to the root causes that prevent organizational improvement, and providing solutions to those issues, The Pacific Institute curriculum & education will assist individuals and organizations reach consistently high levels of performance that are maintained and regularly surpassed.”

Mr. Arvind also added that, “CGN’s deep expertise in product innovation, industry knowledge & process insight, and our key partnerships with world-renowned organisations like The Pacific Institute in the field of Human Capital Excellence, help leaders and organisations compete and win in the global marketplace.”

Whilst in India, Mr. Lou Tice met with several distinguished leaders from the corporate world, academia, and government, besides leaders from public sector organizations. In his interactions with all of them, he stressed the importance of visionary leadership, organizational alignment, and creating Cultures of Excellence that would enable them to take their organizations to the next level of performance and excellence.

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