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Former Fortune 500 executive says businesses must get creative or perish

Kathy Robison launches “Yuru” coaching, leadership training designed to return creativity, energy to the workplace

DALLAS (August 19, 2009) -- Companies must get creative if they hope to survive the current economic downturn and be positioned to compete in the new, global economy that will emerge, says former Fortune 500 business executive Kathy Robison. And she is launching YURU (www.yuruinspires.com), a one-of-kind coaching and leadership training company, to help them do just that.

For almost two decades Robison traveled the globe leading high-profile organization and restructuring projects as an executive with Goldman Sachs Companies (Goldman Sachs Specialty Lending Group, Archon Group, L.P., and Archon Group Deutschland) and ORIX Corporation. In this role she saw first-hand how many of the world's most high profile companies continually struggled with a lack of creativity and innovation in dealing with their employees and customers.

The result is YURU, which Robison created to help businesses realize their full potential through executive coaching and leadership training designed to produce creative, new business strategies.

“As I traveled around the world and worked with some of the leading corporations, I was continually struck by the lack of creative energy I saw at company after company,” said Robison. “Employees and their managers seemed stuck in an endless rut, and that malaise carried over to their clients. It’s a huge problem worldwide for companies of every size.”

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At both Goldman Sachs Companies and ORIX, Robison developed a reputation as an executive with a passion for creating new and innovative business strategies as well as a real talent for uncovering hidden potential.

“Now I want to share that talent with others,” she said.

YURU, which means “the guru is you,” will help companies create environments that promote passion, trust, creativity and innovation.

“Success can’t thrive without them – whether a company is searching for its next competitive advantage, wants to increase its productivity, revenue, and profits, or simply wants to create a culture that stands out from the pack,” said Robison.

YURU will provide the following services to clients:

- Assess current business models and identify where new perspectives are needed
- Develop business models that work with changing market environments
- Help establish a culture of creativity and innovation
- Develop programs to increase client-customer alignment
- Assist in long-term resilience planning

“We’re helping leaders hone a clear vision that is aligned with their organization’s mission and stakeholders,” explained Robison, whose work in numerous professional and cultural settings provided a depth of experience and unique perspective on corporations and how they work.

“This is not theory,” she said. “Our real-world experience has proven time and time again that when shareholders trust management, clients feel valued, employees reach their full potential, and corporate actions parallel social needs, results far exceed those achieved through traditional business models.”

More information on YURU and its services are available at www.yuruinspires.com or 972-834-8808.

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