



Making Change Work

Who We Are

We are a trusted advisor to innovative leaders at the best companies seeking for performance breakthroughs. Our mission is to build our clients' capacity to achieve results in 100 days.

Integrity Our work stands for highest standard of professional and personal integrity. We put our client's interests ahead of our own. We stand free to tell it as we see it. We work as one team, achieving client goals, while living up to our values.

Intelligence We believe that intelligence is applied knowledge. We are a highly effective team putting complimentary skills and specialized expertise to work for our clients. We rely on competent teams to arrive at the best solutions. We lead by helping others succeed.

Innovation We foster creative collaboration, which means one fourth creativity and three fourths collaboration. The best ideas come up by building on other's sparks of imagination and by freely exploring possibilities. We advance novel ideas and create new opportunities.

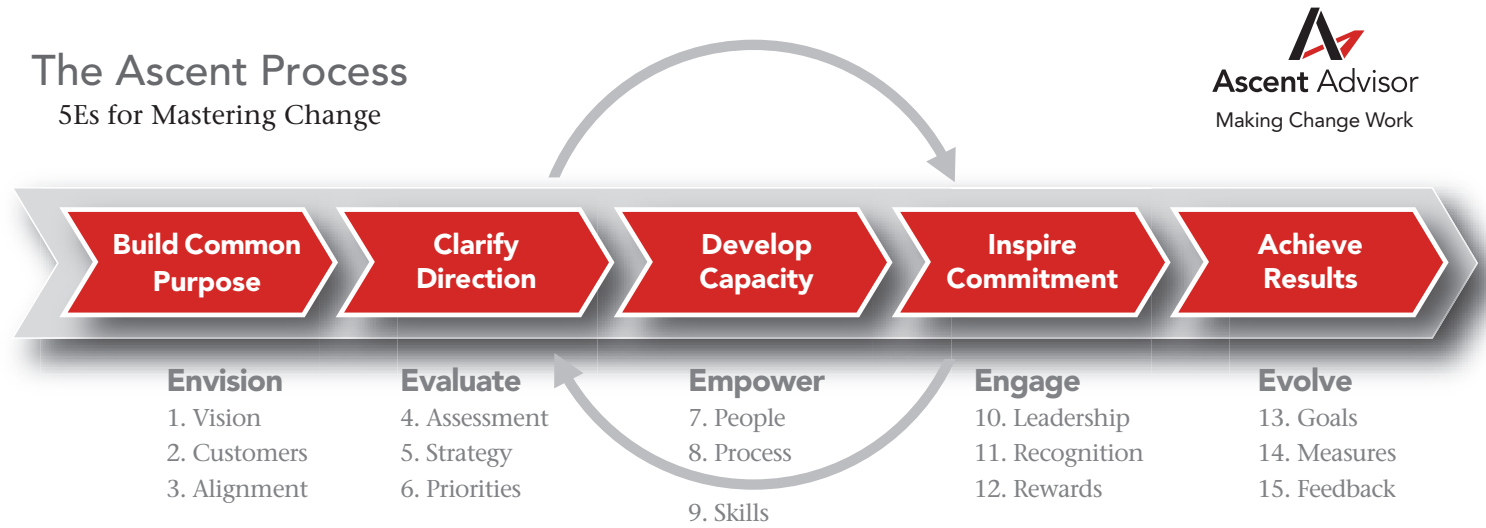
Impact We are successful by helping our clients be successful. Creating value for our clients is our driving focus. We look for opportunities help leaders achieve the highest level of success imaginable for their enterprise. We create opportunities where business and people thrive.



What We Do

We build organizations' capacity for mastering change.

We take organizations on The Path of Ascent to reach the next level in 100 days. We bring to our clients the proven process, specialized skills and practical tools for making change work. Our distinctive approach relies on achieving results by developing your people's capacity for mastering change. We demonstrate how the process works while training change champions to replicate results.



From a single team to the entire organization, we tailor our approach to meet your needs. The following practice areas describe our focus for change:

- Grow Revenues
- Improve Performance
- Accelerate Innovation
- Align Leaders to Strategy
- Restructure the Organization
- Integrate Acquisitions
- Launch New Ventures
- Develop Stronger Leaders

Expertise

Client Testimonials

At Ascent Advisor we define success one client at a time. We devote our attention, expertise and resources to achieving our clients' most pressing priorities. We look forward to putting our experience to work for you.

We have distilled years of experience and research into a proven process, tools and skills for implementing strategic change. Our clients' endorsement is our best success story.

"The Path of Ascent is a great resource for managers leading change."

Richard Parkinson
President and CEO,
Associated Food Stores

major organizational change. It provides a simple roadmap to success."

Denise Phelps
Director, Center for
Organizational Development,
Mercy Medical Center

"The Five Ascent Principles work as an extremely effective means to deal with organizational change. The principles were very well-received, particularly by senior executives. I would definitely recommend this process to any executive who needs to apply structure to the most uncertain of times."

Patrick Gallagher
Vice President, Human Resources,
Financial Times

"Juan Riboldi clearly shows his expertise in culture change. This book delivers great insight into what makes change stick in a company culture. The analysis is a must for performance-oriented leadership."

Robin Johnson
Chief Executive Officer,
Financial Times Search / Newssift

"The Path of Ascent provides a clear and practical approach for implementing organizational change in today's fast-paced and unpredictable business world."

Kevin Ricklefs
Vice President, Administration,
CHG Healthcare Services

"Juan combines his deep personal insights and expertise of successful leadership and organizational change behaviors with grounded theory and real-world application. An important read especially in these turbulent and demanding times."

Mike Rude
Vice President, Human Resources,
Stryker Corporation

"Juan's principles are based on real-life experience of the successes and failures of 50 companies which underwent radical change. The Path of Ascent is an easy and essential read for any leader faced with

"This is powerful advice for any organization embarking on a major change initiative."

Jeanne Scott
Vice President, Human Resources,
El Pollo Loco



Ascent Advisor stands for positive change.
As our identity shows, Ascent Advisor is represented by two interconnecting A's.
The arrow pointing up symbolizes the value created in the Ascent.
Completing the Ascent is the Advisor,
pointing the way forward.

Contact us at:
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to set up a free consultation.