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NEWS

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For More Information

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SYNTHESIS MANAGEMENT GROUP OPENS FUSION LEADERSHIP PROGRAM TO AREA ENTREPRENEURS

Rochester, NY - Synthesis Management Group is opening its proprietary Fusion Leadership program to executives, entrepreneurs and CEOs of area firms and start-ups with the launch of the Fusion Entrepreneurial Leaders Forum.

A peer advisory process previously limited to executives of the 16-year-old consulting firm's clients here and abroad, Fusion Leadership now offers interested leaders a structured co-learning opportunity to make change work for their business.

"There is hardly an enterprise of any size today that is not challenged by rapid change in the dynamics of its business," according to Bobbie Goheen, founder and CEO of locally-based Synthesis Management Group.

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Her clients range from Fortune 100 companies to start-ups and she says the one thing they all recognize is the need for communal sharing of experience and insights. "The self-sufficient, 'top dog', 'I can handle it' CEO is giving way to the 'What do you think?' leader who gathers in all the necessary skills to create and undertake a shared vision.

"Whether its technology, human relations, finance, communications, manufacturing, marketing or distribution, there are too many changes at work or on the horizon for any one person to have all the answers."

The Fusion Entrepreneurial Leaders Forum is a "structured non-competitive means of 'brain-picking' without jeopardizing competitive edges," Goheen says.

Rad DeRose, CEO L-Tron Corporation and a member of the Forum describes it as "a group of business executives who mentor each other on business opportunities and challenges -- improving our thinking and decisions making processes, leading to better results."

Goheen says her experience and that of her associates have tested and adapted basic principles of group dynamics and communications to meet specific needs. The participants bring most of the information to a Fusion Leadership group and proven methods for encouraging and focusing discussion are put in practice.

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"The moderator helps keeps their interaction focused and productive. The individual insights benefit the group and the group energizes the individual," Goheen said.

As part of the Fusion process each member also receives one-on-one monthly coaching sessions to further address their unique business challenges.

Fusion Leadership groups for Chief Technology Officers and Executives Leaders are on the horizon.

About Synthesis Management Group

"We help leaders build other leaders, worldwide."

Synthesis Management Group develops leaders with an emphasis on personal excellence for building a winning team. Founded in 2000 by leadership development expert Roberta "Bobbie" Goheen, Synthesis Management Group delivers executive coaching, leadership development and business strategy workshops with an emphasis on team growth and personal excellence within organizations.

About Bobbie Goheen

Synthesis CEO Bobbie Goheen is expert in focusing top-management dynamics on a shared vision, specific goals and creative collaborations to achieve them. She has done this for Fortune 100 corporations, clients large and small and across a range of enterprises here and abroad. Frequently called to speak on Leadership and Organizational Culture she can be reached at bobbie@getsynthesis.com or 585-461-5204.

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