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**ADRIAN WOOLCOCK, MANAGING PRINCIPAL OF PROSIDIAN CONSULTING HAS BEEN ADMITTED TO THE 2011 BUILDING A HIGH-PERFORMING MINORITY BUSINESS PROGRAM AT TUCK EXECUTIVE EDUCATION AT DARTMOUTH.**

For more information and media contacts visit:

<http://www.prosidianconsulting.com/> | <http://www.tuck.dartmouth.edu/> | <http://www.dartmouth.edu/>

#### **ADRIAN WOOLCOCK OF PROSIDIAN ADMITTED TO HIGH-PERFORMING MINORITY BUSINESS PROGRAM AT DARTMOUTH**

Adrian Woolcock, Managing Principal of ProSidian Consulting ([www.ProSidianConsulting.com](http://www.ProSidianConsulting.com)) has been admitted to the 2011 **Building a High-Performing Minority Business Program** at Tuck Executive Education at Dartmouth. The Building a High-Performing Minority Business, formerly known as the Minority Business Executive Program (MBEP) focusses on Thought Leadership and business results.

Program topics include: Strategy and Implementation - assess current strategy, prepare for intermediate-term growth, design a plan for implementation; Analysis of Financial Statements - analyze a balance sheet, income statement, and statement of cash flows; Managing the Customer Asset - review a framework for operations strategy, design and implement a marketing strategy that coordinates with operations strategy; Strategic Alliances - examine the advantages of alliances, learn how to select partners, evaluate deals, consider the people process, and Leadership - learn successful leadership strategies and how they improve company performance.

Mr. Woolcock received his MBA in B.A. in Business Management and Sports Management from Rice University and an MBA in Finance from the University of Houston Bauer College of Business. Throughout his career, he has actively participated in leadership forums and community development efforts through organizations such as NABA, AABE, and Junior Achievement. Mr. Woolcock is also part of Leadership Charlotte Class XXXII. Mr. Woolcock launched ProSidian Consulting with a firm focus on client results first and foremost through a culture where team dynamics, entrepreneurial spirit, and respect for the individual form the cornerstone of advisory services.

Recognized as one of the world's Best Business Schools, Dartmouth College is a private, four-year liberal arts institution that has been at the forefront of American higher education since 1769. Dartmouth delivers programs that showcase current thinking and innovative ideas. They provide a fresh, solid grounding in the essentials of today's business. By creating high-impact learning opportunities that will equip contemporary business leaders to take on any business challenge, the return on investment for program participants illustrates the following: 100 percent had improved virtually every dimension of running their business; 93 percent had new contracts or increases to existing contract; and 79 percent had created new jobs.

**WHO SHOULD ATTEND:** The Building a High-Performing Minority Business is designed for owners and senior executives of minority-owned companies who have at least three to five years of experience running a successful small business and typically have at least \$300,000 in annual sales.

**PROGRAM FACULTY:** Program Faculty includes senior professors of management at Tuck who have practitioner background that include work in multinational corporations, founding and running small corporations, and management consulting. Faculty areas of expertise include strategy and strategy implementation, cross-functional collaboration and strategic alliances, and effective functioning of top management teams. Tuck faculty have extensive experience in executive education, research, and consulting, involving a large number of corporations worldwide. Most are published authors covering topics including the keys to business success.

**MBEP ALUMNI GROUP:** Completion of Building a High-Performing Minority Business qualifies you for membership in the Tuck Minority Business Executive Program Alumni Association—an active network with 2,800 nationwide members. The association acts as a national advocacy group for minority business education, a support network that promotes business interests of graduates, and a forum for enhanced alumni relations. The association also raises scholarship funds to help minority executives attend Tuck's executive education programs.

The announcement was made by Paula Graves, Senior Minority Programs Development Manager at Tuck School of Business at Dartmouth ([www.tuck.dartmouth.edu/exec/minority](http://www.tuck.dartmouth.edu/exec/minority)). ***"We were impressed by Mr. Woolcock's background and breath of experiences. In addition he has grown his company to be competitively positioned for opportunities in the marketplace." "Our program in addition to opportunities for networking will be a valuable resource and experience in connecting with similar businesses and business leaders poised for growth"***

Mr. Woolcock founded ProSidian Consulting in 2004 with a firm focus on client results first and foremost through a culture where team dynamics, entrepreneurial spirit, and respect for the individual form the cornerstone of advisory services. ProSidian Consulting provides strategically diversified business and technical services focused on Risk Management, Energy & Sustainability, Compliance, Business Process, Program/Project Management, HR Talent Management and IT Effectiveness (Information Technology/Staff Augmentation). Adrian Woolcock has a long track record of engaging clients to develop and execute strategies focused on driving business performance. Mr. Woolcock previously held leadership positions in industry and with Big 4 Accounting and consulting firms.



## ABOUT PROSIDIAN CONSULTING

**Risk Management | Energy & Sustainability | Compliance | Business Process | Project Management | IT Effectiveness | HR Talent Management**

ProSidian Consulting, LLC is an integrated consulting services firm focusing on providing value to clients through tailored solutions based on industry leading practices. ProSidian provides strategically diversified business and technical services focused Risk Management, Energy & Sustainability, Compliance, Business Process, Program/Project Management, HR Talent Management and IT Effectiveness (Information Technology/Staff Augmentation). Linking strategy to execution, ProSidian assists client leaders in maximizing company return on investment capital through design and execution of operations core to delivering value to customers. Our Services are deployed across the enterprise, target drivers of economic profit (growth, margin and efficiency), and are aligned at the intersections of assets, processes, policies and people delivering value.

Learn more about ProSidian Consulting at <http://www.ProSidianConsulting.com> |  
See a ProSidian Video at <http://www.youtube.com/prosidianconsulting>

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