



# McKinney Rogers® Unveils Business Execution Professional Brand Architecture

## Supported by New Web Site, Mission Leadership Dashboard App, Social Media and Thought Leadership Campaigns

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NEW YORK, Aug. 22, 2011 -- The international business performance firm, McKinney Rogers®, today announced the launch of a business execution brand architecture. Responding to the marketplace demand for a distinction between business execution professionals and traditional consultancy firms, McKinney Rogers® further evolved their brand to define what they have successfully been implementing on behalf of some of the worlds' greatest companies for years.

"A separate and distinct offering, business execution professionals take strategy and make it happen," commented Damian McKinney, CEO, McKinney Rogers®, in making the announcement. "Don't confuse business execution professionals with traditional strategy consultants. We are in the trenches alongside our clients inspiring people to achieve the extraordinary by bridging the gap between strategy and execution."

As part of the new brand initiative the firm has launched a new web site @ [www.mckinneyrogers.com](http://www.mckinneyrogers.com), designed a proprietary "mission leadership dashboard" app, established a thought leadership campaign leveraging the unique marriage of the military and business experience of CEO Damian McKinney and Chairman Sir Robert Fry and have upweighted social media to communicate the importance and benefits of Business Execution.

McKinney Rogers'® proprietary Mission Leadership© approach is a business application of the military "mission command" strategy for highly effective execution despite changing environments. Leveraging this unique philosophy, McKinney Rogers® empowers business innovation by delivering clarity of strategy, organizational alignment, high performance teams and performance measurement.

### About McKinney Rogers®

McKinney Rogers® ([www.mckinneyrogers.com](http://www.mckinneyrogers.com)) is a global firm of business execution experts. Their approach takes its inspiration from military strategy with a series of steps to ensure execution of the business mission effectively. Clients such as Bacardi, Diageo, Pfizer, Wal-Mart and Zurich use McKinney Rogers® to raise the performance of their leadership teams. McKinney Rogers® now has operations in the U.S., UK, Europe, Africa, Asia and Latin America.

