



Orchestrating Success

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### **VERSEONE TEAM FIRST TO BE AWARDED CERTIFICATE IN STRATEGIC MANAGEMENT**

CHICAGO, ILL – The Certificate in Strategic Management’s (CSM) maiden voyage as an online course in comprehensive strategic planning and organization-based applied management has been successfully completed. Early adopters of the program, VerseOne, Inc, a strategic management company located in suburban Homer Glen specializing in innovation, became CSM’s first graduates after successfully presenting their strategic plan and rolling out implementation in October. VerseOne CEO, Tim Trotter, cited CSM’s value to VerseOne was the applied-learning experience it provided his team delivering skills and tools they can readily apply to their current client work.

“Finally there is an educational program that links strategy development to execution”, says Trotter. “Most organizations go to great lengths to develop strategy, but have no understanding of how to effectively implement and manage it over time. The CSM course provided my team with greater insight and practical skills for what it takes to realize the goals of our plan along with those we develop for our clients”.

CSM is sponsored by The Strategic Management Association (SMA) and co-sponsored by The Association of Strategic Planning – Chicago (ASP). Both SMA and ASP have lent their support recognizing the program as an innovative contribution to the continuing education of the strategy industry. The program is geared to lead teams of core business leaders through a comprehensive strategic planning and management program, delivering applied learning skills, valuable networking opportunities and a strategic plan that becomes operational (developed down to the project level) and launched.

Leading the course are respected instructors and strategy specialists Randall Rollinson and Dr. Earl Young. The wealth of knowledge and experience Rollinson and Young (over 75 years between them) bring to the course lends itself to the interactive and networking benefits of the course. “I’m delighted to see how well the online program was received by our first class”, says Rollinson. “The degree of enthusiasm and understanding by VerseOne’s team towards strategy development, implementation and management far exceeded our expectations. Our first time delivering online was a great experience and the VerseOne team gave us invaluable feedback. We are excited to deliver our program online by reaching business professionals and leading the collaborative efforts of their management teams to understand strategy and quickly applying lessons-learned to lead their company to success.”

If you and your company strive for such success through the Certificate in Strategic Management program, visit [www.csmlearning.com](http://www.csmlearning.com) for more information.

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