

FOR IMMEDIATE RELEASE:

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WCW announces that the Strength Deployment Inventory® (SDI) Package is Now Available!

Stillwater, MN, June 2009 - How do others perceive you? What is expected of you? The Strength Deployment Inventory® provides a complete 360-degree feedback picture of motivation.

Wouldn't life be easier if everyone in your life came with a little instruction book? Organizations are composed of individuals—each working together towards shared goals. SDI® can help you achieve your goals. The fact is that better outcomes are fueled by better human interactions.

WCW utilizes SDI® to help you get the results you want in your organization:

- Individual differences honored
- Conflict depersonalized
- Actions illustrated

Some people feel like the only way to accomplish a goal is to carefully plan and take no action until the plan is clearly designed and assigned. Others feel all that planning is wasting time and want to get things done quickly and efficiently. And others are most concerned about how everyone feels, with the task itself being much less important. Each of these modes is valuable. Moving to that place of understanding individuals' motivations and drives is what SDI® facilitates.

Knowing what makes you and the people around you tick, whatever the circumstances, enables you to reduce conflict in relationships and create healthy alliances with all kinds of people. SDI® helps individuals and groups gain clarity about their innate talents and strengths. This clarity in turn creates an understanding that allows for positive communication and accomplishes the results you hope for.

WCW Partners receive SDI® certification - Doug Watsabaugh, principal partner of WCW Partners, was recently named an authorized representative of Personal Strengths Publishing's Strength Deployment Inventory® (SDI) suite of tools.

Read more at [www.wcwpartners.com](http://www.wcwpartners.com) or contact us toll free at 888-313-0514.

**Who we are - WCW Partners** is a performance improvement company. Based in Minneapolis, Minnesota, we work with clients in a variety of industries worldwide to help them excel in sales, service, and leadership. We have a proven record of helping organizations increase sales and customer retention, while at the same time significantly improve employee retention, engagement, and productivity.

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