



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**  
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### Success With People at Microsoft WPC Russell speaks on where to find great people

**Novato, California (July 30, 2007)** – David Russell, CEO of Success With People, presented at the recently concluded Microsoft World Wide Partner Conference in Denver, Colorado, on subjects designed to teach a systematic approach to best practices in hiring, retaining and engaging employees.

Russell spoke to over 500 Microsoft Partners in sessions that were some of the most popular and highly rated at the three day conference. *"I thoroughly enjoyed your session and would go out of my way to recommend it to others,"* commented Pete Hunt of Elangeni Consulting of New Jersey. *"The session was extremely useful. I enjoyed it,"* added Sandra Janssens of Microsoft Belgium.

David emphasized some of the key methods that should be considered in hiring top talent while cautioning against some of the pitfalls of poor practices that could lead to productivity loss and legal ramifications. *"We really enjoy working with Microsoft and their Partners. There is a real passion for this information in the channel and we're glad we can provide ongoing value that makes their businesses better. We look forward to continuing our strong partnership,"* noted Russell.

Russell's talks were an important follow-up for his team's work with dozens of Microsoft partners. Kevin Machayya, Partner Development Manager, US Partner Group of Microsoft commented that *"Microsoft has partnered with Success With People, Inc. to help our Microsoft Dynamics™ partners build an achievable growth plan to move their organizations to the next*

*level. We've received some outstanding feedback during a pilot program run in the spring, and are very excited about offering these services to our 2007 Microsoft Dynamics President's Club Members."*

### **About David Russell, the author**

Partners of Microsoft, Intel, Cisco and other companies are turning to David Russell to improve the way they hire, manage, develop and retain top talent. The reason Russell is fast becoming the go-to leadership guru for high-tech entrepreneurs is he teaches a 12-step system to become an effective leader rather than just toss out some ideas and be gone. His focus on leadership follow-through is evident in his [Success With People Club](#), which is a \$25 a month mentoring program that reinforces key objectives, inspires more complete employee engagement and pushes leaders to take consistent action resulting in new growth and profits.

### **About Success with People**

[Success With People](#), Inc. offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. This quick to learn, easy-to-use system helps you build stronger, more productive relationships with employees that enable you achieve greater success. The *Success With People Club* offers custom-produced monthly Leadership Coaching CD's and on-call help for you to become the effective leader you need to be.

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