

## PRESS RELEASE

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### *Alliance Established Between U.S.- and UK-Based Consulting Firms Partnership Continuum and ServQ*

MINNEAPOLIS, MN (October 01) — A new strategic alliance has been announced by two consulting firms; one in the United States and the other in the United Kingdom.

The alliance will open markets in the UK and Europe to the Minneapolis, MN, based Partnership Continuum. It will also introduce into the United States the expertise and experience of ServQ, a consultancy based in Cardiff (Wales), Manchester and London.

ServQ's Chairman, Ian Watson, and Managing Director Andrew Crossley recently met in Minneapolis with Partnership Continuum Principals Stephen M. Dent, Jim Krefft, Sandra Naiman and Tim Schroeder.

ServQ brings significant knowledge and experience in the fields of engineering, infrastructure and manufacturing. Its practitioners give the Partnership Continuum additional high quality resources.

The Partnership Continuum provides a partnering model and related technology that enables relationships between organizations and individuals, contributing to the achievement of mutual goals and a stronger bottom line.

“I’m very happy about our alliance with ServQ,” Dent says. “ServQ offers us the capacity to globalize the technology we’ve introduced in North America with Partnering Intelligence.”

“We are really excited about working with the Partnership Continuum,” Ian Watson says. “When we originally researched partnering best practices, we were led to Stephen Dent’s book, *Partnering Intelligence*, and to the Partnership Continuum’s business processes and techniques.”

“We can bring ‘best practice’ on smart partnering to our European clients,” Andrew Crossley says. “Many of them want to develop better business practices internally, with their supply chains, and with customers.”

Crossley says ServQ’s background and expertise will assist in serving some of the Partnership Continuum’s existing clients and support new clients and sectors downstream.

By sharing the knowledge and experience of the two firms for the benefit of a growing combined client base, Crossley says ServQ and the Partnership Continuum are able to build a “best of breed” alliance.

“This positions us to lead the way in the new economies with business practices necessary to succeed in the 21<sup>st</sup> Century.”

Watson says ServQ’s clients and professional network already are interested in the skills and processes developed by the Partnership Continuum. “We look forward to helping these clients develop stronger, deeper, more effective business relationships based on empowering their people.”

“ServQ is identifying opportunities to introduce the alliance to its clients in the United Kingdom,” Dent says. “In November, I’ll be in England to introduce our model and the concept of partnering intelligence. ServQ is values-based. They deeply believe that partnering and alliances are the wave of the future. We believe we are well-suited to ride that wave together.”