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Helping Businesses Think Big Brings Small Firm Success

Red Ladder, Inc. Marks Five-Year Milestone With New Leadership Program

INVER GROVE HEIGHTS, Minn. (4/16/08) – Five years ago, Regina Barr launched Red Ladder, Inc. with the goal of helping leaders and organizations develop their full potential.

Since then, the firm’s purpose hasn’t changed – but the way in which Red Ladder works with companies to achieve success has continually evolved.

Red Ladder serves its clients through three divisions: strategic project management, executive coaching and professional speaking. The consulting firm works with organizations ranging from Fortune 500 companies to small businesses.

One of the biggest issues facing companies of all sizes today is an impending leadership void as baby boomer managers begin to retire. Recognizing this concern, Red Ladder conducted independent research and created the new Professional Fitness™ *Leadership Development Series*.

“Each program in the series focuses on developing the core competencies CEOs told us they are seeking in post-boomer leaders,” Barr said.

The first three programs in the series are “Initiative and Risk Taking,” “Problem Solving and Decision Making,” and “Delivering High Quality Results.” Each one-hour program includes both individual and group exercises that are applicable to virtually any industry.

The format in which companies deliver education is shifting as well. “In order to get the greatest return on their training and coaching dollars, organizations are increasingly seeking customized, cost-effective programs that reduce time away from the office,” Barr said.

To that end, Red Ladder has pioneered the use of telephone seminars, which allow groups of employees to participate from multiple locations via a telephone line and Internet connection. Barr creates and often facilitates the programs, which incorporate multimedia technology such as PowerPoint, Brainshark and LiveMeeting.

As a professional trainer and speaker, Barr frequently delivers workshops, seminars and keynotes to audiences across the country, particularly as a long-standing leader of Financial Women International (FWI). As FWI’s current president, Barr devotes significant time to managing the volunteer-led professional development association, which has nearly 800 individual members in all 50 states, Canada and Russia.

In addition to Barr's consulting, coaching and training work, she writes an e-newsletter and several columns, frequently speaks to the news media about the financial services industry, and serves as a volunteer with Twin Cities-based charitable groups.

She keeps a keen eye on what's coming ahead. "I hope that through my work over the past five years, I've educated and inspired people to do and be more, both personally and professionally," Barr said. "With new generations coming up through the ranks who think and learn differently, the challenge continues. The entire business world needs to be thinking about developing and engaging the next generation of leaders."

For more information about Red Ladder, see www.redladder.com.

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