

## PLANNING, COACHING, TRAINING, MARKETING

*Helping you solve your daily business challenges*

Eric and Jeri Denniston work with clients of all shapes and sizes on communicating, managing and tracking the strategies, projects and key actions that are part of a holistic business planning and management process. We help leaders build communication and leadership skills, web marketing strategies, and put the right systems and structures in place to ensure long term success. We are both certified as master consultants by the Haines Centre for Strategic Management in the Systems Thinking Approach® to strategic management. Both are Rotarians, and members of the Prescott Valley Rotary Club and the Association for Strategic Planning. Eric founded Denner Group International in 1984.



**Eric Denniston** has proven experience with strategic business planning and financial management systems and processes. Working with non-profit and for-profit organizations, he has worked with leaders on corporate governance, leadership development, business planning, and strategic management challenges. He has also trained sales development and technical teams. Since 1973 Eric has been engaged in international business in the health care, financial, retail, computer, real estate development and export industries. His career began with six years in the Mexican banking industry, followed by three years as Regional Credit Manager – Latin America, for Rockwell Graphics Systems, Inc. He opened his consulting practice in 1984 to help international clients with their strategic business practices and business development opportunities. His business planning activities include global businesses, resort, hotel and residential development, and international healthcare projects.



**Jeri Denniston** is a certified Strategic Management Professional with proven performance in strategic marketing, social media strategies, reputation marketing, public relations, and business planning. During her career she has mentored and trained co-workers and staff in communication and leadership skills, facilitated board and management retreats, led workshops in strategic management and systems thinking, and directed strategic planning projects for the development of new products and markets in the financial, marketing information and publishing industries. Her experience includes six years in the U.S. banking industry, five years in the target marketing information industry, five years consulting with cross border clients in the U.S. and Mexico, and nine years building the San Diego Union-Tribune brand, enhancing community relationships, and launching their Spanish language weekly. In 2005, she re-joined her husband's practice to re-focus her efforts on strategic marketing, web marketing, social media marketing, planning and management. Jeri also teaches internet marketing and social media & mobile marketing at Yavapai College.

*When all leaders and staff understand the organization's future direction and mission, have the structures and tools to implement their portion of the plan, and clearly see how to support the firm's values and contribute to it's future success, magic happens...resulting in long-term sustainability.*