



Square-1 Consulting Services, Inc.
26005 Windsong
Lake Forest, CA 92630

"Improving People & Business Performance"

PRESS RELEASE

For Immediate Release
September 4, 2015

Contact: Travis Smith
Managing Director
1-844-300-7771

Tech Companies Get the Best of Both Worlds

Lake Forest, CA – A father and son duo announced today the formation of their new start-up, Square-1 Consulting Services, Inc. (SQR1), a consulting company who's taking a groundbreaking approach to the professional services industry. SQR1 offers a blended service model consisting of leadership and business coaching and project based consulting services to companies in the technical market space. The company was formed in August, 2015 to offer technical companies a variety of services from one source to help improve their people and business performance.

"We're excited to offer this type of targeted service. We believe we will be well positioned to address the development challenges that technical companies face", says SQR1 founder and Managing Director, Travis Smith. "A lot of the technical companies I've worked with over the years have consistently shown signs of struggling to develop their leadership in a technical space. We're looking to bridge the gap between technical expertise and leadership so that companies on the whole can perform better."

The technical landscape in southern California is largely made up of aerospace, software and medical device companies all vying for the best talent at the staff and leadership level. As the economy improves, the accessibility of technical talent gets tighter and the need to develop leaders from within becomes a real competitive advantage. Those who do it successfully are the exception to the rule. Everyone else will have to find alternative methods to help them produce better leaders for today as well as tomorrow. With the rising need for leaders in our ever changing work force, it will be crucial for companies to start investing in leadership development now so they can stay ahead of the marketplace.

In an effort to help companies with their talent shortfall and leadership challenge, SQR1 is uniquely positioned to help their clients improve their leadership teams, business efficiencies and workloads at all levels.

SQR1's General Partner, Steve Smith, said "there should be a balance between the technical expertise that supports a company's product or service and the leadership capability that drives the organization's direction and growth. Without it, companies will find themselves out of position and unprepared to harness future opportunities. That's where we step in."

With the advent of SQR1's services, companies in southern California's technical marketplace now have a one stop service option to improve their people and business performance.

Square-1 Consulting Services, Inc. (SQR1) was formed in 2015 to support start-up, small and medium size companies in southern California, with business and leadership coaching and consulting services in the technical market space. SQR1's mission is to bridge the gap between technical expertise and dynamic organizational leadership by offering affordable, world class coaching and consultant services. Additional information can be found at www.sqr1services.com or via email at services@sqr1services.com