

FOR IMMEDIATE RELEASE:

New book on improving business uses Hollywood icon to illustrate point

First-time author Walter Geer uses episode of *I Love Lucy* to demonstrate the importance of streamlined business processes in his book, *What Lucy Taught Us*

BOSTON – Author Walter Geer is a business consultant who has worked with some of the nation’s largest corporations, yet when it came time to write his own book, *What Lucy Taught Us: A Management Fable about Improving Your Business One Process at a Time*, about increasing productivity through process improvements, he turned to an old episode of *I Love Lucy* to demonstrate his eight-step strategy to improve business procedures.

Geer compares real business problems with the problems faced by the *I Love Lucy* crew in the famed “Candy Factory” episode. This approach, Geer says, puts complex business issues in an easy-to-understand format that entertains and educates at the same time.

“In today’s economic climate, many businesses are attempting to stay competitive, despite cutbacks in staffing,” Geer said. “Companies are being asked to do more with less, while customer expectations for quality, support and service continue to increase. In comparison to other books related to process improvement, this is the first to use a simple fictional story to make a simple point; business productivity is controlled by the process not the people involved in the process.”

What Lucy Taught Us covers eight key principles of effective business processes including how to secure management support, creating a vision, defining goals, and how to diagnose, redesign and monitor processes. Geer says that using his strategies can help companies achieve tremendous gains in workforce productivity, which he feels is important during these challenging economic times.

What Lucy Taught Us: A Management Fable about Improving Your Business One Process at a Time is available for sale online at Amazon.com, BookSurge.com, and through additional wholesale and retail channels worldwide.

About the Author

Walter Geer, Jr. is president and CEO of The CA Group in Boston. He has worked with high profile companies to provide solutions to their complex business problems. His expertise ranges from strategic planning and information technology to business process reengineering and technical leadership training. In addition to his work with The CA Group, Geer has also served in senior administrative roles at the State University of New York, The Community College System of Massachusetts and Harvard University.

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