



*Catalysts for Profitability and Growth*

## P R E S S   R E L E A S E

Wednesday April 21, 2010

### **BTS wins further assignments worth more than SEK 30 million from a leading, US-based, global Telecom Company**

**Stockholm, Sweden and New York, USA – BTS Group AB (publ)**, the global leader in accelerating strategic alignment and execution, has signed agreements with a leading global telecommunication company worth more than SEK 30 million.

The American-based telecommunications service provider, with revenues exceeding USD 90 billion and an employee base numbering more than 200 000. BTS has again been engaged by this long-time partner to design, develop and deliver the next phase of a multi-faceted strategic alignment initiative that builds commitment and capability to accelerate culture transformation.

The initiative focuses on instilling an inspirational mindset and building an innovation culture in the organization. BTS has created an integrated experience and brought in several partners with specialized expertise in the area of innovation. Company executives serve in the “leader as teacher” role to model the new culture and cascade alignment.

Included in the strategic alignment initiative are the following:

- 2-day workshops for senior executives, including action learning definition and alignment
- 3½-day workshops for senior leaders, including action learning post-work tied directly to the company’s major strategic initiatives
- 3-day events for middle managers, including online pre-work and action planning post-work aligned to the company’s strategy
- BTS’s Advantage Way™ process for results assurance, creating focus and intentionality before workshops using the Impact Booster™ online tool, action planning during workshops, and application, follow-up and results measurement post-workshop

“We are delighted that this long-time partner of BTS yet again has chosen us to build alignment and execution capability,” says Henrik Ekelund, President and CEO of BTS Group AB. “This is strong evidence of our ability to accelerate business results for leading global corporations by innovating how organizations learn, change and improve.”

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## **About BTS Group AB**

BTS partners with leading companies to accelerate strategy alignment and execution, innovating how organizations learn, grow and improve. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes.

BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales Force Transformation. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2009 BTS revenues was SEK 595 million. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, New York, London, Singapore, San Francisco, Johannesburg, Philadelphia, Melbourne, Stamford, Brussels, Chicago, Scottsdale, Helsinki, Sydney, Madrid, Bilbao, Oslo, Bangkok, Mexico City, Seoul, Shanghai and Tokyo.

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS B.

For more information please visit [www.bts.com](http://www.bts.com).