

# Compass52

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## **DISRUPTION COMES TO CONSULTING: COMPASS52 LAUNCHES TO HELP BUSINESSES INNOVATE AND GROW**

*Business design consultancy infuses new approach to drive strategic change and business profitability*

PORTLAND, Oregon, (August 25, 2015) – Compass52 announces the launch of its business design consultancy services, aiming to disrupt the old consultancy model by applying a modern approach, known as *business design thinking*. At its core, the framework adopts a visual and team-based problem-solving methodology to implement solutions that enable companies to enhance performance.

Compass52 is comprised of a team of business innovators, with over 30 years of experience in leadership and change management. The firm provides consulting services to organizations of various sizes, from medium-sized businesses to Fortune 500 companies, across a range of industries. Compass52's services benefit organizations seeking clarity with their operational strategy and long-range business planning as well as companies looking to enter new markets or generate additional revenue streams.

Parker Lee, co-founder of Compass52, states, "Today's leaders need to adopt a new mindset and act nimbly to set their businesses on the proper path to success. The old consultancy methods simply don't cut it anymore. Our team has the experience to review our clients' businesses from a unique perspective. As a result of decades of work with many of the world's leading brands, our team has the experience and wherewithal to provide strategic insight and implement solutions that drive long-term profitability and business results. By applying a non-traditional approach, we are able to create and deliver value."

To learn more about Compass52's services, please visit [compass52.com](http://compass52.com).

**About Compass52**

Established in 2015 and headquartered in Portland, Oregon, Compass52 is a business design consultancy firm that provides strategic consulting services to organizations looking to implement a successful strategy for the future. Through the application of modern business design thinking methodologies, Compass52 supports clients in setting and achieving their results-oriented objectives.

[www.compass52.com](http://www.compass52.com)

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