



The
Longview
Group

INSIGHTS...IN SIGHT

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For Immediate Release

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Longview Group to Present Session at National Conference

**Reputation Studies and Client Satisfaction Programs---National
Benchmark Data and a Firm's Case Study**

The Longview Group will present a session at the Society for Design Administration---American Institute of Architects---on Thursday, June 9, 2011.

For its strategic planning, a New York City architectural firm engaged The Longview Group to research its image with clients, past clients and prospects. A client satisfaction program was implemented.

Nancy Goshaw, owner of Goshaw Architects and Dr. Dennis Schrag, The Longview Group will share what they did and how they did it. The Longview Group completed a national study on the use of client satisfaction studies and reputation studies. That benchmark data will be shared during the session.

Schrag is the President of The Longview Group, a management consulting organization that specializes in professional service organizations.