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## ***A 360° Perspective***

*Local CEO takes a well-rounded approach to building his business internationally, while keeping his roots in Waco.*

WACO, TX, February 1, 2009 – Chip Wilson was in his twenties and living in Des Moines, Iowa when he discovered his inner entrepreneur. As the familiar story goes, Wilson was working for a Fortune 500 company, making good money and feeling pretty miserable. So, he took the leap of faith, left his desk job and set out on his own.

Almost 2 decades later, Wilson is leading his company, 360Solutions, into its 11<sup>th</sup> year of existence, and in spite of economic distress throughout the country, 360Solutions is poised to continue positive growth in 2009.

360Solutions develops, designs and delivers employee training programs built around topics such as, Employee Engagement, Sales, Leadership and Emotional Intelligence. Expert consultants work with various organizations and facilitate the courses to train executives, managers, employees and other individuals on key strategies that lead to professional and personal success. More than just motivational fodder, the principles behind the curriculum are grounded in the research and findings of a number of organizational development experts.

“360Solutions provides high quality employee training to help companies improve across the most crucial dimensions of business development,” Wilson said. “Dedicated employees, effective leaders, talented salespeople – these are some of the key areas that affect productivity, profitability and overall success.”

360Solutions’ steady growth can be attributed to the quality of the curriculum developed as well as global expansion through a network of independent consultants, known as Strategic Partners. Currently, 360Solutions has over 500 Strategic Partners throughout the U.S. and 17 other countries who align themselves with the company to gain access to the large variety of high-quality training curriculum in the 360Solutions library.

Furthering the company's growth, is the recent addition of a National Accounts division. This division builds relationships with organizations that have extensive locations and a need for training resources beyond their capability. 360Solutions then outsources the facilitation of the training courses to its Strategic Partners throughout the world.

It is the global reach of the company that keeps Wilson thinking big; however, it is his commitment to community responsibility that keeps him rooted in Waco. Wilson is not a Central Texas native, but after living in Waco for many years, he considers it home. He and his wife of 13 years, Karmin, and their son, Gage, are actively involved with Fuzzy Friends Rescue. Before he had Gage, Chip participated in the local Big Brothers Big Sisters program. And 360Solutions has a close and active relationship with SER National of Waco, a unique program that offers underprivileged senior citizens the tools they need to effectively re-enter the workforce.

Additionally, the development of the business community in downtown Waco is close to Wilson's heart, which is why his company occupies three buildings on Austin Avenue (one is a beautifully refurbished house).

"One of the principles we teach in regard to employee retention and productivity is the environment you create for them," Wilson said. "By renovating houses and buildings downtown, we are creating a unique work space for our team and practicing the ideas that we impart to other organizations."

The expansion of the 360Solutions campus on Austin Avenue is symbolic of the company's growth in the training and consulting industry.

"Companies are designed to get the results they are achieving," Wilson said. "360Solutions can help organizations shift their attitudes and their approach to get better results from their people. That's what we are all about: improving people and improving business."

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### **About 360Solutions**

Founded in 1997 by CEO Chip Wilson, 360Solutions develops, designs and delivers employee training programs built around topics such as, Employee Engagement, Sales, Leadership and Emotional Intelligence. The company's network of independent consultants, known as Strategic Partners, work with various organizations and facilitate the courses to effectively train executives, managers, employees and other individuals on key strategies that lead to professional and personal success. With a new National Accounts division and over 500 Strategic Partners worldwide, 360Solutions is emerging as one of the strongest providers of high quality employee training on the market today.