

**FOR IMMEDIATE RELEASE**  
December 4, 2008  
Contact: Lisa Nirell  
[lisa@energizegrowth.com](mailto:lisa@energizegrowth.com)  
[www.energizegrowth.com](http://www.energizegrowth.com)  
541-593-8787

## **Lisa Nirell Achieves Credential from The Million Dollar Consulting® College**

### ***EnergizeGrowth™* Clients Benefit from Business Development Consultant's Professional Education**

Bend, Oregon - December 4, 2008 - Lisa Nirell recently graduated from The Million Dollar Consulting® College, a professional training program created by internationally known consultant and bestselling author Alan Weiss.

“I’m a proponent of ongoing professional education,” said Lisa Nirell, [business development consultant](#) with *EnergizeGrowth™* LLC. “Today’s economic climate is highly volatile. By continually learning from top business experts like Alan, I have gained the tools and confidence to help my clients consistently grow their businesses, regardless of prevailing conditions.”

The Million Dollar Consulting® College combines intensive workshop instruction, print and audio support materials, and six months of real-time mentoring with Alan Weiss. “Lisa is an absolute breath of fresh air in the field,” Alan Weiss noted, “someone who can dramatically energize any business in an amazingly short time.”

Lisa Nirell said her experience at The Million Dollar Consulting® College helps her better serve her target market. “Before I attended the College, I assumed that prospective clients needed ‘fixing.’ In reality, I often work with highly [successful](#)

[growth companies](#) who are at the top of their game. Many of my clients stand heads and shoulders above their competitors, and can no longer compare themselves to their peers. They need outside help designing breakthrough performance goals and benchmarks. The Million Dollar Consulting® College has given me a whole new perspective on my brand.”

#### About [EnergizeGrowth](#) and Lisa Nirell

*EnergizeGrowth*™, headquartered in Bend, Oregon, helps growth companies achieve peak performance and higher valuation for eventual exit or sale. Founder Lisa Nirell, a former manager with Siebel Systems (now Oracle Corporation), BMC Software, and American Management Systems (now CGI), has helped clients secure \$83M in new business within two years. Nirell has mentored hundreds of CEOs by helping them implement time-tested, yet practical plans. She was the first global account manager in Siebel Systems’ (now Oracle’s) history to lead, design and implement a formal account strategy for Microsoft. This strategy generated \$9M in new business within two years.

Lisa Nirell’s forthcoming book, *EnergizeGrowth*™ *NOW: The Marketing Guide to a Wealthy Company* will provide readers with 11 [proven strategies](#) and planning guides that have generated measurable results with national and global companies. The book is scheduled to release in Spring 2009 from Wiley & Sons Inc.

####

**Contact:**  
Lisa Nirell  
[www.energizegrowth.com](http://www.energizegrowth.com)  
541-593-8787