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**For immediate release**

## **Ward Launches OnwardU to Cause High-Performing Organizations**

*Firm helps management overcome common issues to alter performance*

HOUSTON (May 6, 2015) –[Ward](#), a leading Houston-based communications firm, today announced the launch of sister-company [OnwardU](#), which helps management create high-performing teams through professional development, meeting facilitation and consulting.

“Given that everything we human beings accomplish occurs as a result of our communication, our individual and team accomplishments greatly improve when our ability to lead, work productively and communicate improve,” said Deborah Buks, founder of Ward and OnwardU. “Over 25 years supporting clients’ communications programs, we’ve seen how great a need exists for better leadership, communication and teamwork in the workplace, especially in light of declining literacy levels in the workforce, the unprecedented rate of change and need for speed, and the influence of technology on how people work together now. Our parents and bosses didn’t work like we work, and no one has created systems and training to deal with this new reality, until now.”

For significant company initiatives, such as vision and strategy, branding, merger integration, and crisis preparedness, OnwardU replaces the past model of expensive, long-term - and often ineffective - task forces with professionally designed and facilitated sessions to allow management teams to quickly and effectively produce their intended result – a must in today’s rapidly changing competitive environment.

To address common employee and management complaints about email overwhelm, time-waster meetings, lack of accountability and ineffective communication that undermines company goals, OnwardU provides workshops, professional meeting facilitation and consulting that alters performance throughout the organization.

“When operations, HSE, sales and technical people become better communicators and leaders, the workplace becomes safer, project timelines are met, sales goals are met and innovation occurs,” Buks said. “The goals clients turn to Ward to support are more likely to be realized when management invests in addressing its systemic organizational issues in addition to its external communication.”

Seeing the positive impact of their internal work on clients' businesses, professional meeting facilitator Buks and her team began designing facilitated sessions to address the most common but onerous issues for which clients turned to the firm, including crisis preparedness, cultural change, employee morale, customer perception, branding, increased sales and communications effectiveness.

“Most owners and management teams who turn to OnwardU for training and development report common concerns,” said Buks. “They question the ability of their people to provide the leadership and teamwork needed to take the business to the next level, or to allow the founder to exit at full value. Ironically, most people sincerely want to succeed and be their best for their employers, but no one is certain how to step up to cause systemic change for the better. So, the issues are tolerated as ‘the way things are’ till frustration and resignation become steeped in the culture—hardly an environment for high performance.”

While the facilitated products are an integral part of most Ward client engagements, OnwardU prospects had a difficult time hearing the message from Ward, a communications firm they related to as a PR and marketing agency. Thus, after a decade of product development and testing, OnwardU soft-launched in 2013 with its own P&L, brand identity and systems and processes to ensure its independently sustainable success.

Onward U's new website also was unveiled today. The website features the company's purpose, offerings and client testimonials. The two wholly-owned sister companies, Ward and OnwardU, work hand-in-hand to effect meaningful results internally and externally for client organizations, reinforcing the work of one another for a holistic program that brings the unique skillsets of each company to bear for the client's benefit.

### **About OnwardU**

OnwardU is a Houston-based meeting facilitation and training consultancy that supports leaders in causing their teams to become highly effective and accountable for results. Visit [www.onwardu.com](http://www.onwardu.com) for more information.

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