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**ON-PURPOSE PARTNERS Breathes New Life  
into Central Florida Businesses**  
*Company Launches under New Name, Introduces Web Site*

ORLANDO, Fla. (August 25, 2003) – Business was good, but it wasn't taking off for Rick Milam, CEO of EnableSoft, a leading provider of efficiency software technology solutions. So he hired Kevin W. McCarthy and Mary Tomlinson of On-Purpose Partners to help close EnableSoft's performance gap. Within a year, "everything started to change," Milam says. "They helped save our company."

McCarthy is CEO and Tomlinson is president of On-Purpose Partners, a consulting, training and coaching firm that prepares clients for top performance using a proprietary business system called The On-Purpose Approach. Formerly known as Strategic Story Studios, On-Purpose Partners today announced its new name and the launch of its Web site, [www.On-Purpose.com](http://www.On-Purpose.com). The company was formed in early 2002 when McCarthy, author of *The On-Purpose Person* and *The On-Purpose Business*, and Tomlinson, a former Walt Disney World executive, merged business consulting practices. McCarthy's original consulting firm, US Partners Inc., was founded in 1983.

On-Purpose Partners works with clients who range from owners and leaders of small and middle-market companies to general managers and executives of large corporations.

"Most of the companies that we run into are either starting a new project or business, or they're stuck on a plateau," McCarthy says. "What we do is help them close performance gaps between what is and what can be so they can reach top performance."

The On-Purpose Approach is designed to help businesses meet their goals in the areas of sales, profits and people by improving their strategic planning, marketing, brand and corporate culture. McCarthy and Tomlinson utilize proven tools, techniques, perspectives and programs that help clients design and build an "on-purpose business."

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McCarthy's books, *The On-Purpose Person* and *The On-Purpose Business*, have combined sales of more than 160,000 copies nationwide, plus foreign translations in French and Portuguese.

In addition, *The On-Purpose Business* book inspired a Valencia Community College corporate training program that launches this fall. It meets the growing demands of employer-provided workplace learning. Called "The On-Purpose (TOP) Performer," the program is aimed at frontline supervisors to mid-level managers seeking to be their best at work and in life.

Rick Milam of EnableSoft says On-Purpose Partners helped him discover important direction for his eight-year-old company.

"We had this great technology, but we were chasing lots of rabbits, going off in lots of directions," Milam says. "Kevin and Mary helped us focus and, in the process, we had a big revelation."

By building on the strength of its banking clients and waiting to tackle other industries, EnableSoft solidified its national banking presence and has begun working with international banks.

"Now we can look at healthcare, insurance and other business areas, and we're in a better position to make a more credible, effective move," Milam says.

On-Purpose Partners is located at 707 Nicolet Ave., Suite 103, Winter Park, Fla. 32790-1568. Its web site is [www.On-Purpose.com](http://www.On-Purpose.com), and McCarthy and Tomlinson can be reached at 407/657-6000 or fax 407/645-1345.

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