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## News Release

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### **Leadership West Michigan selects Varnum Consulting to Develop Curriculum**

**Grand Rapids, Mich.** July 13, 2011 – [Leadership West Michigan](#) (LWM) has selected [Varnum Consulting](#) to develop the leadership curriculum for the 2011 program.

Leadership West Michigan is an annual program designed to educate community leaders on the benefits of a regional mindset. The program provides participants with an array of resources, including:

- Knowledge of the Western Michigan region and connections
- Member networking, leadership skills
- Systems thinking skills, dialogue skills
- Understanding of diversity
- Regional trusteeship

Varnum Consulting specializes in enhancing the credibility of leaders through leadership development programs, consulting and one-on-one executive coaching. Based in Grand Rapids, Varnum Consulting has been serving clients across the nations for more than 15 years.

"We're thrilled to have the opportunity to develop the leadership curriculum for the 2011 class of Leadership Grand Rapids," said Jennifer Maxson, Varnum Consulting's practice group leader. "As with all our work, by the end of this curriculum participants will walk away already seeing improvements in their communication and leadership skills."

Varnum Consulting has provided leadership development programs for national and regional companies such as Kellogg, Amway, Fifth Third Bank and Spectrum Health.

#### **About Leadership West Michigan (LWM)**

Leadership West Michigan is a program of the West Michigan Chamber Coalition - a collaboration between the Grand Haven/Spring Lake/Ferrysburg, Grand Rapids, Holland, and Muskegon Chambers of Commerce and their respective community-based leadership programs.

[www.leadershipwestmichigan.com](http://www.leadershipwestmichigan.com)

#### **About Varnum Consulting**

Varnum Consulting LLC offers executive development programs, consulting and executive coaching designed to enhance your credibility as a leader. Varnum Consulting is a subsidiary of Varnum LLP. Learn more at [www.varnumconsulting.com](http://www.varnumconsulting.com)

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