

Steven Schnoll Describes Strategies for Internal and Client Success

In the Graphic Communication Advisors Group (GCAG) October 2022 article, printing industry advisor Steven Schnoll's addresses, "Transforming Your Leadership Strategies."

Schnoll describes the importance of knowing how to inspire and provide clarity that addresses internal staff and client concerns in a digitally driven industry. He stresses the importance of company leaders in the graphic arts industry knowing what they don't know, and taking steps for professional development in motivating staff and in helping clients reach their business targets. Schnoll emphasizes that "...it all starts with looking at new opportunities that solve customer challenges with real-time solutions..." and describes a "thought process" for doing so. One method Schnoll suggests is a "SWOT analysis" to assess *Strengths, Weaknesses, Opportunities and Threats*. He describes how to do this as well as steps for examining internal empathy for new approaches to company and client success.

Harvey Levenson, Cal Poly Professor Emeritus and Coordinator of the GCAG (<https://hrlevenson.wixsite.com/gcag>), said, "Steven Schnoll offers practical advice in making a company more customer viable in today's digital world. His article is clear, concise, and focused in providing valuable insights for graphic arts companies of all sizes.

For Schnoll's complete article, see:

<https://hrsite.files.wordpress.com/2022/09/schnoll-leader-strategy-final.pdf>

About the Graphic Communication Advisors Group

The *Raymond J. Prince* Graphic Communication Advisors Group (<https://hrlevenson.wixsite.com/gcag>) is a group of specialists and experts accessible to the printing, publishing, packaging, and related communities. The group provides fresh, outside perspectives representing a broad range of experiences and a long-term commitment to all facets of the graphic arts industries. Many of the GCAG consultants and practitioners are industry's "household names" and best-known managers, technologists, scientists, researchers, authors, and Expert Witnesses. They bring the power of their deep expertise and problem-solving acumen to bear on training and solving difficult problems.



Steven Schnoll

Press Contact

Harvey R. Levenson

GCAG

805-801-6025

hrlevenson@thegrid.net

<https://hrlevenson.wixsite.com/gcag>
