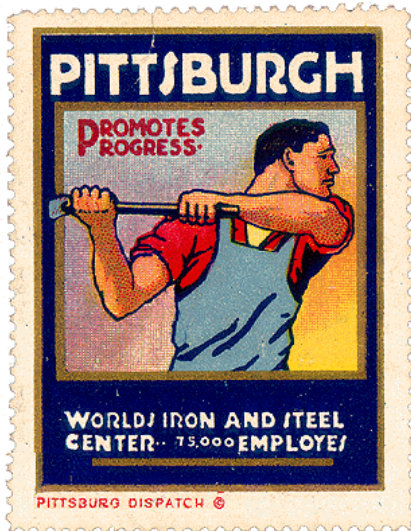


An Introduction to First River Consulting

What We Do



First River Consulting is a management consulting partnership. We help businesses improve their competitive performance through better strategy development and implementation.

We do so by helping achieve strategic focus and alignment across the organization, but particularly among the senior management group. Clearly conceived, well-implemented strategy is a critical factor in achieving profitable growth – the primary objective of every business.

First River is focused exclusively on the analytical and management difficulties of developing and implementing successful business strategies. Our work covers the entire strategy process, from developing insights into your business and how you can compete more effectively, to

helping you work through the organizational changes required to ensure successful implementation.

Our Approach

We work in three areas. First, we help you analyze and synthesize internal and external information to clarify your current strategic situation and expand your options.

Second, we facilitate the tough group decision-making process required to produce clear and motivating strategies.

Third, we help you translate ideas into action plans to ensure that the strategy we help you develop is implemented. Our approach is distinctive. It is designed to change both how you think about and how you act on your strategy.

In particular:

- We place significant emphasis on understanding how you approach strategic issues now and how our involvement can help accelerate strategic action.
- We believe you only get the full benefit of working with a consultant if you commit senior people to active roles on the project team.
- We design projects to change the way managers in your organization act to achieve competitive advantage, not to produce dense reports.



- We believe that while strategy is about the future, it must be rooted in and developed from the resources and capabilities you have now. It is the tension between where you are and where you want to go that creates real momentum.



Our Experience

First River's principals are James Moss and Tony Taccone who, until 1997 led the North American office of Beddows & Company, an international steel industry consulting firm.

Each partner has over ten years of strategy consulting experience and has consulted on some of the most complex restructuring projects in the North American steel industry. Each has helped major steel companies in South America, Europe, and Asia on key strategic issues.

In addition to their work with senior management groups and boards of directors, James and Tony have advised governments, banks, private investors and unions. Aside from their extensive experience in the steel industry, the founders of First River have worked with clients in a variety of other industries including aluminum, pharmaceuticals, and paper.

Contact Details:

Mailing address:

First River Consulting
Riverside Commons
700 River Avenue
Pittsburgh, PA 15212

Phone: 412 231-6130

Fax: 412 231-7142

Website: <http://www.first-river.com>

Partner Emails

James Moss: jamesm@first-river.com

Tony Taccone: tonytac@first-river.com

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