

## **THE POIRIER GROUP WINS SILVER STEVIE® AWARD IN 2020 INTERNATIONAL BUSINESS AWARDS®**

*Winners to Be Celebrated During Virtual Ceremony on 1 December*

TORONTO, ONTARIO – 10 September, 2020 – The Poirier Group was named the winner of a Silver Stevie® Award for Company of the Year - Business or Professional Services – Small category in The 17<sup>th</sup> Annual International Business Awards® today.

The International Business Awards are the world’s premier business awards program. All individuals and organizations worldwide – public and private, for-profit and non-profit, large and small - are eligible to submit nominations. The 2020 IBAs received entries from organizations in 63 nations and territories.

The Poirier Group won in the Company / Organization category for Company of the Year - Business or Professional Services – Small

2019 proved to be an exciting year for The Poirier Group with a tremendous amount of growth. Some of our greatest accomplishments include:

- In 2019, we were found in the top 25 best boutique consulting firms to work for in North America by Vault.com
- Despite our growth, we have maintained our corporate culture and focus on customer service and we continue to maintain a 100% positive referral rate from clients.

In addition to providing exceptional service to clients, there is a strong sense of corporate social responsibility and commitment by our team to give back to the community. ‘Purpose Beyond Profit’ is an initiative to give back by serving organizations that inspire us and help the next generation prosper. Each year TPG has a goal of donating 25% of our team’s available resource hours to provide in-kind consulting services to not-for-profit organizations. As we improve the effectiveness and strategic decision making of not-for-profit organizations, we redirect a greater percentage of their annual donations from administrative and overhead costs to the actual causes they serve.

Due to COVID, we increased our PBP efforts because many not-for-profits were facing fundraising shortfalls. We provided the tools to automate manual processes, improve donor tracking and conduct the necessary data analysis and strategic planning needed.

Some judges noted the following during their assessment of TPG:

- “The submission clearly demonstrates what a focused approach to business that provides tangible benefits to clients can do for a firm's reputation and success. Well done!!”
- “Evidence of a consultancy company that is achieving strong results. Great Purpose Beyond Profit initiative in place and operating as an extended arm of clients is leading to the positive referral rate and growth achieved.”
- “Impressive that you also do pro bono work.”

David Poirier, CEO, The Poirier Group commented upon news of receiving the award: “We are thrilled to accept this award which recognizes our exceptional team, their influence and contributions to a stellar year of success. We are also humbled and honoured to be included with such an impressive group of winners for this prestigious award.”

Stevie Award winners were determined by the average scores of more than 250 executives worldwide who participated in the judging process from July through early September.

“Despite the unprecedented impact the COVID-19 pandemic has had on organizations and working people worldwide, the number and quality of nominations we received in this year’s International Business Awards attests to the continued outstanding performance of many organizations. The commitment we’ve seen through these nominations to maintaining the success, health, and safety of employees, customers, and communities is truly impressive,” said Stevie Awards president Maggie Gallagher.

Details about The International Business Awards and the lists of Stevie Award winners are available at [www.StevieAwards.com/IBA](http://www.StevieAwards.com/IBA).

#### **About The Poirier Group**

The Poirier Group (TPG) is a Toronto-based boutique management consulting firm that focuses on strategy execution, operational efficiency and sustainable business transformations for North American clients. TPG was founded in 2005, by David Poirier (CEO) who after significant experience in senior executive roles, left the corporate world with a vision to create a better approach to consulting – one built on trust and integrity.

Through his leadership, TPG has developed a desirable culture that largely factors into its unique reputation. We work in a manner that builds engagement, trust and ultimately alignment which leads to sustainable results. Our clients have come to depend on us to deliver on time, on budget and to meet or exceed their objectives and this is evident by our 100% positive referral rate since inception

#### **About the Stevie Awards**

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).