

# CharAge

“Character Solutions”

CharAge Group, Inc.  
3535 Peachtree Road  
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Tel: (404) 348-0292  
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support@charage.com

## Company Background:

CharAge Group, Inc. (CGI) is a company that **delivers “character-based” solutions** to the marketplace.

The CharAge Group’s primary offering is a unique asset called the **Integrated Character Framework**. This framework is designed to improve the “character performance” of our clients.

The **vision** of CGI is “to become the ‘character source’ for the global community while focusing on character development in every major sector of our society.”

CGI’s **mission** is “to make ‘Good People’ by delivering character-based solutions to our clients comprised of businesses, organizations, and people.”

## Core Services:

The CharAge Group has three core capabilities which represent our service offerings.

- The **Consulting** group delivers “character-based” strategic advice and solutions to large and mid-size organizations in the private and public sectors, including:
  - “Character-based” advisory services (includes Executive Coaching)
  - Value diagnostics
  - Program development and management
  - Solutions deployment
- The **Corporate Services** group provides “character-based” professional services to large and mid-size organizations. Corporate services include:
  - Training / curriculum delivery
  - Industry research and analysis
  - Online evaluations and assessments
  - Best practices, white-papers, journals, and other publications
- The **Product Innovation** group brings to market; innovative products that improve “character development” among our clients. These assets include:
  - “Character” collateral
  - Online character source(s)
  - Consumer advocacy network(s)
  - “Character-based” products and brands

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## Client Value Proposition:

Our commitment to our clients is – the CharAge Group will provide clients with high business value. We specifically commit to do the following:

- Deploy the most **experienced “character-focused” practitioners**, who are able to use proven methodologies and approaches, as well as state-of-the-art tools to solve business problems.
- Provide **“industry-best” offerings** comprised of products and services that are focused on producing “Good People” for a broad based of clients.
- Solve **complex business problems** by focusing on business strategy, organizational design, and human performance initiatives to deliver “character-based” solutions to our clients.
- Develop **collaborative “character-based” solutions** by partnering with our clients from start to finish.
- Deliver **client value** by leveraging our unique asset – the Integrated Character Framework to improve the “character performance” of our clients.

## Personal Background:

**Chris Ward** is the Founder and Director of CharAge Group, Inc. (CGI), a company that delivers “character-based” solutions to the marketplace.

In 2006 Mr. Ward was recognized on the “Top 50 Under 50 Executives” list by a national business magazine. The magazine described the 50 individuals on the list as “exceptional executives who have reached the pinnacle of success within the highly competitive corporate environment.”

Prior to launching CGI, Mr. Ward was an executive partner with the world's leading management consulting, technology, and outsourcing company.

Mr. Ward has more than 18 years of business consulting experience and has helped many organizations develop their human capital. He has expertise in the areas of people development, having delivered many leadership development, career coaching, professional mentoring and diversity and inclusion initiatives.

Mr. Ward’s educational background includes a Master of Education (Ed.M.) degree from Harvard University in the area of Human Development and Psychology. Mr. Ward has also received MBA and B.B.A. degrees from the University of Georgia.