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## **Bestselling Authors Announce Newest Book, *Inside Strategy*, Now Available as Audiobook**

*The latest book by Shawn Galloway and Terry Mathis, aimed at aligning continual performance improvement to create new value, is now available in audio format via iTunes, Audible, and Amazon.*

(The Woodlands, TX – May 10, 2016) Principals of ProAct Safety and best-selling authors, Shawn M. Galloway and Terry L. Mathis, announce their newly-released audiobook, [\*Inside Strategy: Value Creation From Within Your Organization\*](#).

*Inside Strategy* challenges the reader to apply everything they know about marketing strategy to the processes within their organization. It is a way to fully engage internal customers of the various processes within the organization and map out strategies to win at their integral roles in providing value to external customers. Your employees cannot help you compete for clients if they don't have a winning strategy for themselves. *Inside Strategy* provides both guidelines for applying strategy and probing questions to help you think of all the ways in which strategy can be used to improve internal processes.

Kirk Bagnal, Director of Global Environment, Health, and Safety for Domtar Personal Care, says *Inside Strategy* "takes complicated principles and makes them simple for all of us. Strategy is so important...but so are tactics." He added, "I plan to take my multi-national team through this book and answer these questions knowing that it'll make us better, stronger, and more equipped to face the future."

To download the introduction or order *Inside Strategy: Value Creation From Within Your Organization*, visit [www.INSIDESTRATEGYBOOK.COM](http://www.INSIDESTRATEGYBOOK.COM).

### **ABOUT THE AUTHORS**

Shawn Galloway and Terry Mathis lead the global safety consultancy, ProAct Safety. They are recognized as tier-one keynote speakers and thought leaders throughout the industry. Their work with the best of the best in safety has led to recognition in the National Safety Council's Top 40 Rising Stars, EHS Today Magazine's 50 People Who Most Influenced EHS, and ISHN Magazine's POWER 101 - Leaders of the EHS World.

### **ABOUT PROACT SAFETY**

ProAct Safety is a global safety culture excellence consultancy. The company has completed more than 2,000 successful safety strategy, leadership, culture and behavior-based safety projects in nearly every major industry worldwide, including Fortune 500 firms. Learn more at <http://www.ProActSafety.com>.