

The Right Principles

BY ANDREA LEHNER



THE ACCOLADES SAY IT ALL. The clients of The Principles Group, LLC, are quick to voice their satisfaction. "You're unlike any consulting firm we've ever worked with!" says one happy customer. Another testifies: "Your people jumped right in and immediately brought great value."


It began in 2004, when Doug Shurts and Mike Tierney left successful careers—as an executive at AT&T and a practice partner at PWC, respectively—to pursue an entrepreneurial dream. They built Principles Group, LLC into a top-level consulting and high-end staffing service.

"We were motivated by our vast experience managing the Change Integration in large technical and business process projects that utilized internal and Big Four consulting resources," Shurts says. "We knew that in our area of expertise, we could outperform the competition."

Shurts adds that with their combined experience, they had "seen the best of what consulting firms contribute, as well as the worst." This insight helped them develop a business model that focused on delivering expert service to diverse

companies, from their home base in the U.S. Northeast to those as far away as South Africa and Asia.

With sights set on client-centered growth, Shurts, who holds an MBA in finance and has completed executive management programs at Stanford, Dartmouth and Duke, knows that listening to a client's needs and treating everyone equally are the secrets of good business. "Our focus on making our clients successful and our ability to bring top-quality talent to projects are the biggest reasons for our success," he says, "which continues to be fed by our reputation and word-of-mouth." ■



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building business through people & processes

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