

TiER1IMPACT

TiER1 Impact Acquires Change Guides: A Strategic Expansion in People-Centered Change Management Products & Services

Covington, KY – August 29, 2024

TiER1 Impact is excited to announce the acquisition of Change Guides, a respected change management firm based in Cincinnati. Founded by industry leaders and authors Kate Nelson and Stacy Aaron, Change Guides emerged from a need for tactical, hands-on strategies that empower change managers to implement and sustain people-centered transformation within organizations. Over the years, Change Guides has successfully partnered with organizations across various sizes and industries, establishing a strong reputation for their effective methodologies.

“TiER1 Impact and Change Guides have long shared the mission of helping clients drive successful change,” shares Kate Nelson, Change Guides’ Co-founder and Partner. “When we considered the next chapter for our tools and methodologies, TiER1 stood out because of the value they place on their clients’ success, as well as the extremely high quality of their work. TiER1 Impact has a reputation in the market that we have long admired. When we consider the needs of our clients and the continuously accelerating rate of change, we believe our combined expertise will amplify the impact we can have in the market.”

TiER1 Impact, the parent company of consulting firm TiER1 Performance, is a professional services and investment entity designed to build on the organization’s successful acquisition history and support greater growth potential for acquired organizations. While Change Guides’ products and courses will continue to be marketed globally, their consulting services will be fully integrated into TiER1 Performance, a firm renowned for its ability to activate strategy and drive change through customized people-focused solutions that support business growth, operational excellence, and the development of an organization’s most valuable asset—its people.

“Great organizations recognize the power of purposeful transformation,” shares Katie Frey, President of TiER1 Performance. “Change Guides has developed a robust suite of tools designed to enhance the success and longevity of change initiatives. Their dedication to client relationships and outcomes aligns perfectly with TiER1’s vision, making this partnership a natural fit for delivering even greater value to our clients.”

Clients of both firms can expect a seamless transition, with ongoing projects continuing without interruption. The integration of Change Guides’ talented team of contractors into TiER1 Performance ensures the continued delivery of the high-quality, change-focused solutions that clients rely on.

TiER1 Impact is an employee-owned, professional services development company that invests in, develops, and grows professional services firms that have a long-term outlook and an interest in helping clients build healthier, more holistically successful organizations. TiER1 Impact family of companies includes [TiER1 Performance](#), [HSD Metrics](#), and [Synthoni.AI](#). Learn more about TiER1 Impact at [tier1impact.com](https://www.tier1impact.com). Learn more about Change Guides and [their products and certifications here](#).

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