



**For Immediate Release**

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**DAVID ALLEN COMPANY AND PDI NINTH HOUSE LAUNCH GTD MASTERING WORKFLOW INTERACTIVE E-LEARNING PROGRAM FOCUSED ON GETTING THINGS DONE (GTD)**

**SAN FRANCISCO (March 11, 2009)** – The David Allen Company, experts in personal and organizational productivity, and PDI Ninth House, the leader in organizational learning solutions for large scale behavior change, today announced the launch of GTD® Mastering Workflow Interactive at the GTD Summit in San Francisco. The new e-learning program is based on the essential workflow components in David Allen’s international bestselling book, “Getting Things Done: The Art of Stress-Free Productivity.”

PDI Ninth House has adapted Allen’s bestselling book and popular instructor-led Mastering Workflow class to create an engaging online learning experience. This one-hour online course offers actionable content, interactive activities, an engaging character-based storyline and practical resources and tools for individuals to master the essentials of getting things done. The course is available to companies as a stand-alone offering, scalable across an organization or as a complement to the Mastering Workflow classroom course led by a David Allen Company instructor.

“We are delighted to partner with PDI Ninth House on this project,” notes David Allen, founder and chairman of David Allen Company. “PDI Ninth House has done a tremendous job in translating the best practices of GTD into a practical and dynamic e-learning experience, so that employees can learn how to be more productive and efficient.”

Pressure is building for every contributor in an organization to become more agile, manage change and transition seamlessly, adapt to new strategic priorities and balance innovation with efficiency. The GTD Mastering Workflow Interactive course addresses a critical need for individuals to maintain control and perspective over the total inventory of work and life commitments – so that they can make trusted choices about what to do (and not do) at any point in time.

Fast Company magazine calls David Allen “one of the world’s most influential thinkers” in the arena of personal productivity. His systematic approach has become the gold standard in workflow mastery.

“PDI Ninth House is honored to welcome David Allen to our esteemed faculty of today’s most experienced business experts,” said Jeff Snipes, board member and Ninth House founder. “The new GTD Mastering Workflow Interactive e-learning program will help organizations around the globe put the GTD principles into practice, resulting in broad scale increases in productivity and workflow management.”

**About David Allen Company**

The David Allen Company is a professional training, coaching, and management consulting organization, based in Ojai, California, USA. Founded in 1996 by veteran management consultant and best-selling author David Allen (“Getting Things Done: The Art of Stress-Free Productivity”), the company provides consulting, seminars, coaching, and products that facilitate the implementation of the best practices of productive work.

For more information, contact the David Allen Company at 1.805.646.8432 or visit our website at [www.davidco.com](http://www.davidco.com).

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### **About PDI Ninth House**

PDI Ninth House is the premier global leadership solutions company with distinctive expertise in accelerating leadership effectiveness to maximize organizational performance. We help clients identify, manage, develop, and promote superior leaders, across all levels of the organization. We use a unique combination of innovative, field-tested strategies, state-of-the art technology, and proven processes to tailor specific solutions for our clients.

With 750 team members in 30 offices around the globe, we partner with the world's leading organizations, enabling them to address critical leadership challenges with innovative solutions. PDI Ninth House has the privilege of serving over 2000 clients, including 80 percent of U.S. Fortune 100 firms and 75 percent of Forbes Global 100.

Our aim is simple – the well-placed confidence that clients' current and future leaders are distinctively stronger than their competition, resulting in sustained, superior performance.

For more information, contact client relations at 1.920.997.6995 (in the U.S. 1.800.633.4410) or visit our website at [www.pdininthhouse.com](http://www.pdininthhouse.com).

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