

# AS SEEN IN *Forbes, Fortune & Entrepreneur*

**CINCINNATI  
BUSINESS LEADERS**



## EMBRACING CHANGE, MOVING FORWARD

As businesses work on adapting to a rapidly changing world, Centric Consulting is using its own experiences to provide exceptional service.

**T**he world is dynamic, and 2020 in particular proved how major global shifts can occur with very little warning. This leaves businesses with two options: adapt to the changes and challenges or risk being left behind.

Luckily, businesses are not alone. Centric Consulting has spent over 20 years guiding clients through everything from complete business transformations to data and analytics work. For vice president and Cincinnati BU leader Dion Dunn, the size of the client does not matter—it's all about delivering the excellent service on which Centric has built its reputation.

"We don't just focus on the multimillion-dollar accounts," he says. "We really do help any client that needs help." From major insurance firms to steel companies to businesses in the wine and spirits industry, Centric Cincinnati services a range of clients with a singular approach.

"It's how we deliver it, the care we put into it, and the feeling the client gets when we're done with it that makes the difference," Dunn says.

### **BUSINESS ANYWHERE**

The COVID-19 pandemic led to an uptick in businesses having to quickly adapt to a world where face-to-face interactions and working in the office became increasingly difficult. It's also an area where Dunn admits Centric Cincinnati had an advantage.

"We have been a virtual company since day one," he says. "This put us in a unique position to be able to provide excellent consulting services for our clients and show them how to go remote."

In areas where it was impossible to go fully remote, like the steel industry, Centric Cincinnati was still on-hand to help companies adapt and make the most of the situation.

"Even in those situations, we demonstrated how you can control costs and keep people happy and motivated," says Dunn.

He sees the changes as a proof of concept when it comes to things like remote work. The events of 2020 are expected to bring about a long-term increase in business agility—which Dunn believes benefits the businesses themselves, their staff, and their customers.



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### **MARKETING TECHNOLOGY**

Advances in technology have played a significant role in both the structure of Centric Cincinnati's business and the handling of unanticipated events. Adopting and encouraging the use of technologies such as Zoom and Microsoft Teams for remote collaboration, Centric Cincinnati is proving how adapting to change on a technological level can enhance myriad facets of a business's culture, including communication and collaboration.

Dunn and his team are happy to embrace change and pass what has worked for them on to their clients. The focus on adaptability and drive to stay on the cutting edge comes from the top, making Centric Cincinnati both a unique place to work and a unique partner to work with.

"We have a focus on innovation that is driven by Larry English, the president of our company," says Dunn. "It's embedded into everything we do."

**(((CENTRIC)))**

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