

Take her advice



By Warren Strugatch

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Ellen Cooperperson, [President] of Corporate Performance Consultants, the organizational consulting firm she founded in 1986, [is] Long Island's foremost expert on organizational change.

Clients, both current and former.... often describe the consultant with such terms as "intelligent," "compatible" and "productive," - and regularly tag on, "we have much in common."

"Ellen operates at a variety of levels, "observes Don Papaleo, Director of Administration at the Farmingdale-based manufacturer Swimwear Anywear. "She meets with your CEO or the company president and she is the most erudite and articulate individual you would want to meet. She can also talk to your line manager at a different level of sophistication and communicate just as effectively."

He continues, "She excels not only in identifying the organizational problems, but presents herself as someone who identifies with those problems, rather than offering only the solution. That helps people feel good about listening to her."

Disc Graphic CEO Don Sinkin describes her as "having this persona: she's very understanding, very empathetic, very quick on the uptake, very sensitive to corporate politics in a pragmatic way. She doesn't go drifting off mission."

He adds, "I've hired a lot of consultants, and Ellen is better than most. If it's a cliché to say she gets results, well, the cliché is justified in this case."

As the key note speaker at the Society of Human Resources (SHRM) Annual Conference, Cooperperson focused on how worksite technology alleviates certain communication problems while creating entirely new ones. The advent of cell phones, e-mails and facsimile machine are part of an evolving business culture in which maintaining the work-life balance requires continuous struggle.