

LAGUNA BEACH  
COASTLINE PILOT

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## Business

### Consultant launches business website

Mitch Rosenberg says he is not the kind of organizational expert who asks to borrow your watch, and then tells you what time it is.

"Most consultants will tell you what they think you want to hear. I tell you what I think you need to hear," said Laguna Beach-based Rosenberg, founder of the new website Workplace Confidential.

With three decades of experience as a chief executive and an executive coach, Rosenberg founded Workplace Confidential to address business management issues generated by unprecedented and rapid changes in both the economy and the workplace.

"There is a fundamental change going on in organizations today. In order to be best in class, we must maximize our most important organizational asset, our people," Rosenberg said.

Workplace Confidential is the hub for Rosenberg's expertise on business management issues including leadership development, performance-based compensation, executive/board of director's relationships and creating the workplace culture that will allow companies to thrive in a difficult economic climate.

"There aren't many organizational or interpersonal issues I haven't dealt with personally in my 30 years of experience. It ranges from unethical and fraudulent corporate behavior to personal hygiene issues and everything in-between," said Rosenberg.

"For many years this service of consulting high-level companies on delicate issues has been under the radar. I want to share my experience with more of the public."

Rosenberg, founder and President of M.M. Rosenberg & Associates, a consulting firm to Fortune 500 companies, earned his doctorate under the tutelage of Peter Drucker, regarded as the creator of modern management.

He combines an academic orientation with applied real-world perspective gained through street experience.

Rosenberg's firm, M.M. Rosenberg & Associates, can be contacted at (949) 715-1499 or [www.workplace-confidential.com](http://www.workplace-confidential.com).