

THE BLUBERYL BIG GET ORGANIZED CALENDAR SYSTEM™

THE BLUBERYL BIG GET ORGANIZED CALENDAR SYSTEM INCREASES PRODUCTIVITY AND WORKFLOW EFFICIENCY FOR PROFESSIONALS, FAMILIES, AND STUDENTS

ST. LOUIS and **BOSTON** June 10, 2016—BLUBERYL (www.bluberyl.com), a strengths-based, productivity coaching company, today announced the launch of the 2016-2017 edition of its flagship organizational tool, the BLUBERYL BIG Get Organized Calendar System.

The calendar is a seamless, interactive system that keeps assignments, events, and projects organized, increasing efficiency and productivity, and allowing professionals, families, and individuals to accomplish their goals and reach their potential. When used in conjunction with BLUBERYL’s strategic coaching services, it becomes a powerful approach to enhancing organization and time management skills.

The BIG Get Organized Calendar System is a multi-faceted tool that can be used to keep track of deadlines and track the progress of ongoing projects. It consists of an intuitive and easy-to-use system of movable, colored-coded tape segments that work in conjunction with a large monthly wall planner. Its size and graphic appeal make the system a focal point, and its visually pleasing, minimalist, modern design enhances productivity and clarity.

“Our system is color-coded and tactile and works in concert with today’s electronic organizational systems. Its innovative qualities have been shown to help its users meet deadlines in a consistent and measured way,” said Lorie Kram, founder of BLUBERYL. “Color-coded organizational systems strengthen memory pathways and help to solidify connections between related topics. Simply looking at the calendar is a visual reminder of deadlines and ongoing projects, and this clear visual image is more likely to be retained than a traditional organizational system with a monochromatic color scheme.” The proprietary calendar system is a hands-on, organizational tool that aids memory and strengthens executive function skills. It allows for long-term planning, which requires a breakdown of



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distant goals into day-to-day components necessary to accomplish those objectives. It is designed to be integrated with online calendaring systems such as iCal or Google calendar, which focus on minute-by-minute tasks.

The BIG Get Organized Calendar System used in conjunction with BLUBERYL's consulting services has been shown to significantly increase productivity and performance by drawing upon the strengths and learning styles of the individual and creating a unique strategy for individualized success. For more information on the BLUBERYL BIG Get Organized Calendar System, click [here](#) or visit www.bluberyl.com and click on SHOP in square 18.

About BLUBERYL:

BLUBERYL's strengths-based productivity coaching programs empower students and professionals to identify, prioritize, and realize their organizational goals. Combining its proprietary methodology with each client's cognitive strengths, BLUBERYL is able to help its clients measurably increase their personal productivity. BLUBERYL's precisely designed products support students and adults alike in their efforts to get and stay organized. Founded in 2011, BLUBERYL has offices in St. Louis and Boston. For more information, please visit: www.bluberyl.com.