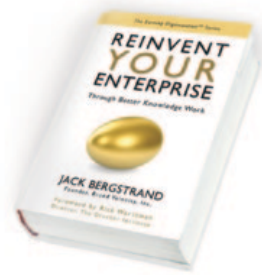




## Action Planning Change Leadership Process

Powered by the Strategic Profiling team acceleration tool



### INTRODUCTION

*In today's fast-changing world, Action Planning provides a better way to improve and accelerate business results through projects.*



**Action Planning accelerates results by improving knowledge work productivity.**

Action Planning is a proven way to help companies and project teams accelerate, improve, and implement important initiatives.

The Action Planning change leadership process helps teams achieve better results in a fraction of the time of typical planning processes.

#### Important benefits include:

- Expert team facilitation to rapidly develop a shared and integrated Action Plan—with clear accountability for results
- The tailored application of proven reinvention principles and techniques
- A clear focus on the right questions and the best way to achieve the right results
- Explicit visibility—through the Strategic Profiling tool—on how your team thinks and how best to capitalize on these insights
- Ongoing support to ensure that the Action Planning Action Plan is executed and that results are achieved

*The Action Planning change leadership process works better than the conventional approaches.*

#### A Proven Approach

*Action Planning is integrated with Reinvent Your Enterprise insights and the Strategic Profiling online team acceleration tool, incorporating decades of cross-disciplinary research and organizational experience to produce better and faster results.*

While other surveys such as Myers Briggs® do a good job of helping individuals identify and define their personality types, the results are difficult to apply to business and technology projects. The Action Planning change leadership process, integrated with the Strategic Profiling tool, works better and faster. *Reinvent Your Enterprise* is the only book of its kind endorsed by the Drucker Institute.

# Action Planning Process



## Action Planning Applications

Through *Action Planning*, teams will build capabilities to achieve their goals:

- 1) **A clear action plan** to get your project started, get it back on track, or solve an immediate problem faster.
- 2) **A better approach to accelerate decision-making** for the key success and risk factors at the individual, group, and organizational levels.
- 3) **More effective integration and execution** with teams taking full advantage of their strengths, and how to best leverage them.
- 4) **Better governance management**, to set a course that is more strategic and also more productive operationally.

You can make your business projects more successful using the *Action Planning* change leadership process and the *Strategic Profiling* tool.

**Action Planning is the most productive way to get your key initiatives started**, or if they have already started, get them accelerated and solve your most important organizational stumbling blocks.

Action Planning works better than the traditional project management approach—integrating key principles from *Reinvent Your Enterprise* and *Strategic Profiling* insights.



Instrument Features	Myers-Briggs Type Indicator®	Strategic Profiling® Individual Version	Strategic Profiling® Group Version
Personal Preferences	X	X	X
Personal Abilities		X	X
Personal Priorities		X	X
Functional Abilities			X
Functional Priorities			X
Organizational Abilities			X
Group Misconceptions			X

For more information on *Action Planning* and the results it can generate for you, contact:

Dorothy Peterson  
 Brand Velocity, Inc.  
 1838 Independence Square  
 Suite C  
 Atlanta, GA 30338

E-mail:  
[dpeterson@brandvelocity.com](mailto:dpeterson@brandvelocity.com)  
 Phone: 323-350-4714  
[www.bvactionplanning.com](http://www.bvactionplanning.com)

**About Us** The BV consulting group helps companies significantly accelerate and improve critical business project implementations. We do this by using our proven proprietary approach that consistently helps clients achieve the results they want in a fraction of the usual time. Velocity is what we stand for—by being experts in accelerating organizational results.

*Brand Velocity, Strategic Profiling and Action Planning* are registered trademarks of Brand Velocity, Inc.  
*Myers Briggs* is a registered trademark of The Myers-Briggs Type Indicator Trust. All rights reserved.