



# BRAND VELOCITY AND THE DRUCKER INSTITUTE



The Drucker Institute  
CLAREMONT GRADUATE UNIVERSITY



The combined forces of Brand Velocity and the Drucker Institute will help you get out in front of your most pressing issues—major opportunities, longer-term challenges or immediate crises. Together, we offer:

## BETTER RESULTS

A blurred photograph of a modern office interior with people walking on a staircase and a glass ceiling.

**Drucker Un-Workshops.** These dynamic, high-velocity, peer-to-peer-driven sessions built on Peter Drucker's timeless wisdom and customized to your needs unlock your understanding to get you unleashed, all in 36 hours or less. Procter & Gamble's A.G. Lafley, Costco's Jim Sinegal, Terry Lundgren of Macy's and scores of other top executives have used our process successfully.

**Cross-Functional Action Planning.** These sessions help you turn your understanding into clear and concrete steps. Specifically, we will assist your people in figuring out—and firmly committing to—where they intend to go and why; what to do and when; how best to do only those things; and who is responsible for doing them.

**A Proven Ability to Help Execute.** We can then help you follow through on your plan by seamlessly integrating strategy and execution. Our ability to help you meet your objectives is based on years of industry experience and aided by a unique set of tools created by the Drucker Institute—one reason that *Consulting* magazine recently selected BV as an industry “up-and-comer.”

**People-Centric Practices.** Whether you use just one of our services or take advantage of our full, integrated set of offerings, you will find that we always keep people—and not process—front and center. Our aim is to drive accountability and responsibility throughout the organization, helping to activate employee engagement.

## LESS AGGRAVATION

**No Bait and Switch.** Working with us means working directly with senior people—former partners from major consulting firms and those who've held executive positions at some of the world's largest companies. At BV and the Drucker Institute, the same team that sells you the engagement actually rolls up their sleeves and does the work.

**No Empty Calories.** We pride ourselves on focusing only on the things that really matter—a key reason that BV has delivered average savings and returns to clients greater than 10 times its fees.

**No Cookie-Cutter Solutions.** Everything we do is tailored to your needs. We also limit the number of assignments we take on at any one time, ensuring that your company receives the full benefit from our deeply experienced team of experts.

**No Disruptions.** By being sensitive and flexible, we never overwhelm you or your team—or take up all of your time—even while we're having a huge impact. Our process lets you still run your business, even while we help you change it.