

The Drucker Institute and Brand Velocity

Helping companies solve their biggest challenges with Peter Drucker's timeless teachings



Brand Velocity and the Drucker Institute have a special relationship. The Drucker Institute provides BV unparalleled access to its knowledge, programs and products. BV gives the Drucker Institute a window into what happens when Peter Drucker's ideas are put into practice at major corporations. In addition, BV invests significantly in the Institute's work as a social enterprise. By engaging BV, then, you are not only helping your company to be more successful; you are also helping to strengthen society.

CREATE

Using its proven approach, BV helps companies create more strategic value from existing operations and future investments. Thanks to its unique relationship with the Drucker Institute, BV can also offer select clients access to Drucker Institute Forums—invitation-only events where senior executives explore Drucker-inspired topics through a series of fast-paced, peer-to-peer learning exercises.

CHANGE

Through Action Planning, Strategic Profiling and other tools that it has developed, BV helps companies identify and implement the changes that they need to be more effective—whether on a single initiative or across the entire enterprise. To assist, the Drucker Institute has designed for BV a special program that can be customized to your company to help motivate and equip management teams for successful transformations.

RUN

Through a unique consulting model, which includes independent facilitation, BV helps companies get key stakeholders on the same page and headed in a single direction, including the business managers and IT managers who often talk past one another. BV then helps all the players develop the capabilities they need to move forward on their own. The Drucker Institute's partnership is invaluable in this regard—for no one understood how to get results better than Peter Drucker, and no other consulting firm can tap the Institute for its thought leadership the way that BV can.

RESTORE

By deploying a team with C-suite experience to systematically assess the situation at hand and provide a practical plan to overcome barriers and fix problems, BV helps companies turn around their troubled projects. In turn, BV shares insights on the Drucker Institute's daily blog, the Drucker Exchange, about these types of initiatives and much more.

The Drucker Institute is a social enterprise established by the late Peter Drucker. Based at Claremont Graduate University, its mission is strengthening organizations to strengthen society.

The Institute does this by turning Drucker's ideas and ideals into tools that are both practical and inspiring. Major corporate CEOs, nonprofit leaders, government officials, middle managers and even high school students all use these tools to be better at what they do.

Brand Velocity BV is a consulting firm that focuses on helping organizations implement critical business initiatives. By applying many of Peter Drucker's most essential principles, BV works with clients to more successfully reinvent work and improve results.

BV has pioneered a superior way to help clients by using small teams of senior consultants instead of large teams of more junior people. Thanks to this approach, BV is able to help companies drive change in ways that are better, faster and less expensive than the conventional consulting model.