

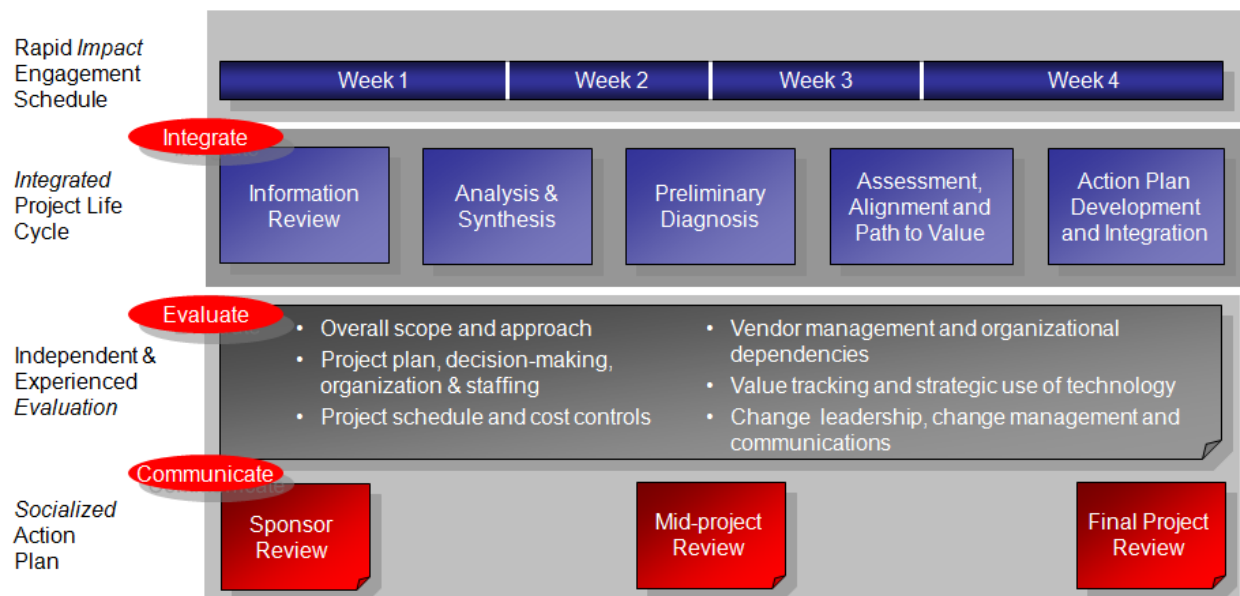
Are you concerned about a critical initiative?

Many executives and Board members worry about large, critical projects—particularly those that have a technology component and organizational complexity. This is justified since, according to the Standish Group, large technology projects have average cost overruns of 50%, time overruns of 80%, and project success rates of less than 30%.

Employees and consultants have trouble assessing large, critical projects

The conventional approach for assessing critical projects is for employees and consulting firms to perform their own quality audits. Unfortunately, this results in the troubling statistics above. The reason the conventional quality audit approach doesn't work well enough in large projects is because when there are issues, consulting firm partners ultimately have revenue streams to protect, employees have careers to consider, and the root problems are almost never caused by a single stakeholder. The BV Project Assessment is a better answer—combining senior experience on the ground, organizational independence and an accelerated approach.

The Brand Velocity Project Assessment framework



BV Project Assessments produce winning plans in four weeks

Project Assessments keep critical initiatives—even those with hundred million dollar plus budgets—moving forward productively during the assessment and even more rapidly after completing it. We combine CIO level experience on the ground, organizational independence from the consultant and client, and an advanced project management process. Combined, this provides a better solution for executives and Board members to assess and address problems with critical initiatives and to make sure they are on the path to success.

For more information, contact us at inquiry@brandvelocity.com or call us at 800-580-9215.

Velocity is our brand. Reinvention is our purpose.

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