

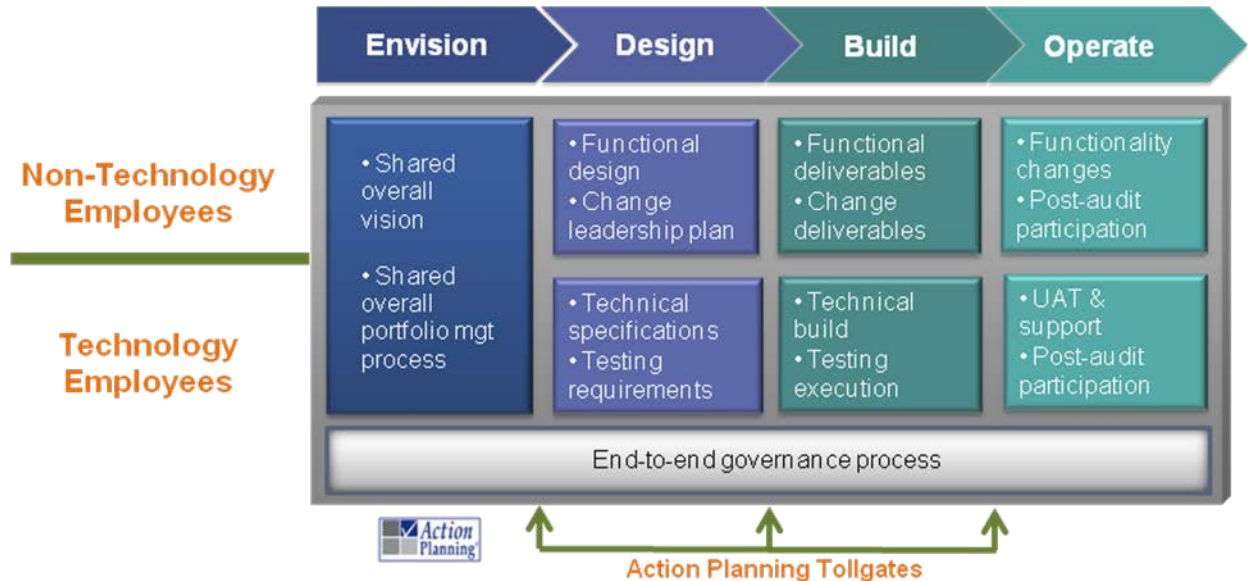
### Do you have a critical project that you need to succeed?

Reinvention initiatives are critically important in today's rapidly changing business climate. Customer relationship management, sales force automation, revenue management, supply chain optimization, business intelligence, enterprise risk management—these large projects, usually with significant IT components, offer the opportunity for companies to improve business processes and achieve sustainable competitive advantage. But to be successful, projects must be managed differently, which requires other factors to be taken into consideration.

### Are you satisfied with the results from your current project management approach?

Good project management is critical to the success of any project. However, even organizations that have good project management practices experience high failure rates. Organizations need to manage reinvention initiatives differently—combining traditional project management skills with a systematic approach for managing business-IT alignment.

### The Brand Velocity System for Sustainable Performance®



### Don't leave your results to chance—contact us

When a critical initiative fails, it costs more than money—your reputation is on the line as well. Take the time to speak with an experienced executive that has been in your shoes—and can help you succeed. Please contact us at [inquiry@brandvelocity.com](mailto:inquiry@brandvelocity.com) and schedule a meeting today.

**Velocity is our brand. Reinvention is our purpose.**