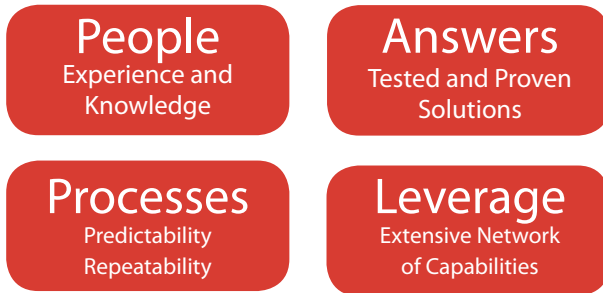


WHAT IS ACTIVLEADERSHIP?

Unique to The Afterburner Group, ActivLEADERSHIP brings together four key contributors to client engagement success.



ActivLEADERSHIP forms a solid foundation for business focus, project energy, clarified vision and mission, actionable strategies, tactical execution success, and measurable, profitable results.

ActivLEADERSHIP is about **BUSINESS VALUE GROWTH AND OPTIMIZATION** through directly contributing to your:



ActivLEADERSHIP allows you and your organization to

LEAD LIKE NEVER BEFORE.™

HOW DOES ACTIVLEADERSHIP WORK?

The Afterburner Group utilizes one or more of the following packaged approaches, customized to your unique needs:

ACTIVPlanning: Defining high-level business vision, mission, goals, strategies, tactics, and actions needed to achieve future business events.

ACTIVSelling: Value-based sales productivity and revenue acceleration methods, training, and programs.

ACTIVOpportunities: A unique “qualified opportunities” generation program designed to drive sales not meetings.

ACTIVMarketing: Customer-based value propositions, competition neutralizing positioning, action-based messaging, and ROI-based outbound marketing strategies and action plans to drive awareness, interest, and demand generation into desired targets.

ACTIVEvents: Analog and digital events designed around your business, product, or sales goals and the unique needs of your prospects and customers.

ACTIVInfluence: Plans and activities to drive focused, high-impact communication to the media and analysts, and crisis communications.

ACTIVBranding: Define new, or tighten existing internal brand alignment and external brand infusion/acceptance.

ACTIVProducts: Driving value from existing product/service, defining new and complimentary opportunity, new product/service category discovery, voice of the customer, product packaging and launch.

ACTIVRetention: Customer retention and wallet maximization strategies and programs designed to drive increased profitability and lower cost of sales.

ACTIVPractices: Best practices in leadership, business and personnel management, product management, sales effectiveness, marketing impact, customer relations, and measurement for improvement.

ACTIVNegotiation: Driving down short-and long-term costs for outside services or capital purchases.

ACTIVCoaching: Individual, executive coaching in leadership, communication, management, and career/personal development.

Customized Services: Unique, one-off services from the strategic to the tactical to assist you or your business in achieving desired goals.