



BUSINESS VALUE GROWTH | REVENUE IMPROVEMENT | MARKETING IMPACT

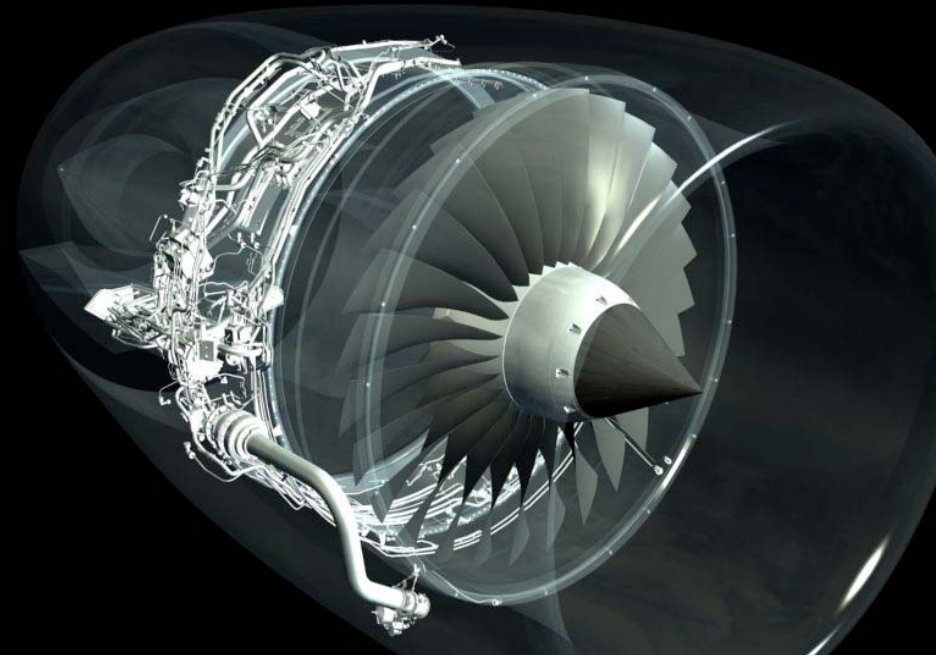
the **afterburner** group

# Afterburner

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af•ter•burn•er    noun.

1. A device which injects fuel into the hot exhaust of a turbojet in order to obtain increased thrust.
2. An organization which injects **experience, skill, and knowledge** into existing companies in order **to obtain increased revenue growth and business value.**



# Aggressive

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Built-in Bias for Action

Results Often in as Little as 45 Days

Typical Engagement is 30-45 Days

Worldwide, Global Orientation



# Aligned

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Client Driven Processes

Predictable, Repeatable, Measurable Results

Dedicated to Your Success

Serving You and Your Organization



# Accelerated

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Moving You Ahead of the Competition  
Exploiting Opportunity to Your Benefit  
Getting Beyond the Status Quo



# Achievement

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We Deliver. Period.

Pragmatic, Hands-On Approach

Actionable Strategies & Plans

Clients Achieve Goals 100% of Time



# Agile

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Deep, Cross Industry Experience

Proven Business Results, at all Levels

Fast, High Impact Deliverables

Slipstream into Client's World



# Adaptive

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Acclimate Clients to Changing World  
Enhance Today for Results & Success  
Flexible Models & Processes  
Scalable to Meet Client Requirement



# Aspirational

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People Create Success Without Limit

Organizations Define Better Futures

Clients Achieve Greater Growth and Return



# Accomplished

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Global Team and Company Leadership  
Created Many New Markets & Categories  
Launched Over 100 New Products/Services  
Formed Opportunity Where None Existed  
On-Time, On-Budget - Every Time



- 150 Product Launches
- Three New Market Categories
- 15 Magic Quadrant Victories
- 50+ Corporate/Product Branding
- Nine Mergers/Acquisitions
- 100+ Marketing Campaigns
- 50+ Customer Loyalty Programs
- 50+ PR Launches/Campaigns/Tours
- 30+ Sales Teams Managed
- 60+ Strategic Partnerships/Alliances
- 100+ Business/Operational Plans
- 20+ Strategic Change Initiatives
- \$180M+ in Capital Raises
- Startups to Fortune 150 Companies



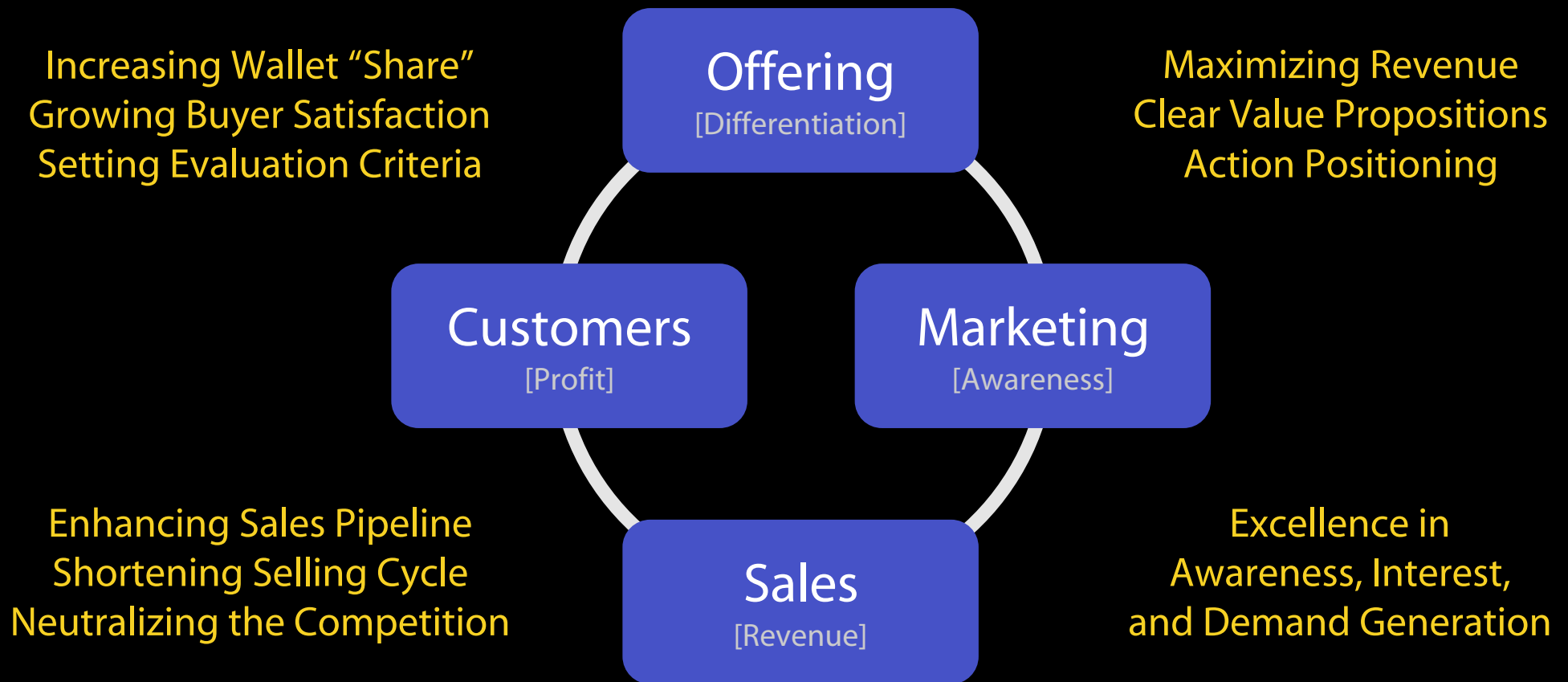
**IT SMA**

IT Services Marketing  
Association Award - 2001  
"Best Qualified Lead  
Generation Program"

# Architecture

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## Optimizing Value Levers for Growth



# Agent for...

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Leadership & Management Excellence

Business Value Growth and Market Dominance

Product / Service Revenue Acceleration

Accelerated Sales Effectiveness

Sharper, More Focused Business Strategies

Competition Neutralizing Value Propositions

Action-Oriented Positioning & Messaging

Increased Organizational Productivity

# ActivLEADERSHIP

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## Result, Value, & Success Contributors

### ActivLEADERSHIP

#### People

[Experience/Knowledge]

- Proven Players
- Business Owners
- Former Exec's
- Global Successes
- Min. 20+ Years
- Experts in:
  - Marketing
  - Product Management
  - Customer Relations
  - Sales/Selling
- Strategic Thinkers
- Public Speakers

#### Solutions

[Answers]

- ACTIVPlanning
- ACTIVSelling
- ACTIVOportunities
- ACTIVMarketing
- ACTIVEvents
- ACTIVInfluence
- ACTIVPractices
- ACTIVProduct
- ACTIVRetention
- ACTIVNegotiation
- ACTIVCoaching
- Customized Services

#### Processes

[Predictability]

- QuickStart
- AchievementMap
- KnowledgeShift
- LeaderCoaching
- LeaderTools
- ValueReport

#### Networks

[Leverage]

- Industry Analysts
- Press/Media
- Channels
- Capital
- Partners
- Specialty Outsources
- Specialist Experts

# Assignments

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## Selected Clients & Relationships



# As for the Future...

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**"As for the future, your task is not to foresee, but to enable."**

-- Antoine de Saint-Exupery  
*The Wisdom of the Sands*

# Action.

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