

COMMITTED TO YOUR SUCCESS.

It may be trite. But it is still true, "Your success is our success."

Organizations around the world have recognized the power of ACTIVLeadership, The Afterburner Group, and our people. For over 23 years our people have delivered market success, created market leadership, and directly contributed to top line revenue growth - for companies just like yours.

The Afterburner Group is committed to bringing you the very best of who we are to exceed your expectations and significantly contribute to your future success.

DELIVERING VALUE BEYOND THE ENGAGEMENT.

ACTIVLeadership enables the achievement of business value growth. Through experience, models, methods, processes, practices, and people, the value of ACTIVLeadership extends into every area of an organization, or company - for immediate results and impact well into the future.

The Afterburner Group and ACTIVLeadership are about institutionalizing market leadership behavior, activities, thought, and results - that return dividends well beyond the project scope and timeframe.

SUPPORTING YOUR GLOBAL BUSINESS.

With The Afterburner Group, businesses around the world have the resources, experience, and tools available to them to expand into new markets or achieve market leadership across borders, languages, or cultures.

Our people have had direct business line, product, marketing, sales, and support experience across the world - in over 70 countries. We've launched products, created brand/voice, opened new markets, integrated marketing strategies and activities, and established worldwide leadership presence.

We know what it takes and how to be a global market leader. We know what is needed to grow your business value and local impact around the world.

FLEXIBLE OPTIONS TO MEET YOUR UNIQUE NEED.

Understanding an organizations short- and long-term goals allows us to customize a solution - from a fully integrated global market leadership engagement to a simple market messaging/positioning exercise, or launch plan.

Our solutions integrate into your existing goals, customers, activities, and people - at each aspect of the project. Using ACTIVLeadership, organizations successfully achieve their desired product, market, sales, and customer leadership goals.

ACTIVLeadership give you the power to become the leader in the timeframe you require. You choose the right engagement, you choose the timing. We work together to deliver the needed results to establish your leadership position, revenue and profitability, and business value growth.

WE REMAIN LEADERS.

The Afterburner Group members have established themselves as leaders in their respective fields. From full P&L responsibility for businesses or business units, to revenue responsibility for hundreds of millions of dollars, to launching over 100 products into markets, to creation of entirely new market segments, to successfully bringing enterprises through mergers (both directions), and to delivering consistent, action-oriented results. Our people lead themselves, others, and teams to repeatable, predictable business value growth success.

BIASED TOWARD ACTION.

The Afterburner Group is about delivering results. ACTIVLeadership creates action, not discussion. No academic or theoretical models. Each component clearly defines actions, desired results, and measurements. Each phase identifies people, teams, timelines, and milestones for easy determination of progress and achievement of goals.

The Afterburner Group is all about delivering results. Now.

ABLE TO GROW WITH YOU.

ACTIVLeadership is designed to meet your needs today and grow with your organization tomorrow. The people, expertise, tools, models, methods, and processes are scalable to meet the needs of the multi-billion dollar global organization, a specific product or group, or the new, startup company.

ONE COMPANY, A COMPLETE SOLUTION.

A new level of leadership is now possible with ACTIVLeadership. The real-time expertise, methods, processes, and tools let you implement market leadership behaviors, actions, and results across a product, organization, or an entire company. You get the right solution, at the right time, for the right results - as your needs dictate.

The Afterburner Group and ACTIVLeadership solves the problem of market leadership and creates new business value growth opportunity.