



## Program Review

### Project Management:

Complicated projects are no doubt defined by many moving parts, multiple stakeholders, a variety of timeline expectations and varying resources. Let's slow down and take a look at this. We'll put everything on the table and devise a plan to move forward considering flexible and stringent requirements. We'll define all of the moving parts and identify and prioritize the key people, sub-projects and specific tasks necessary for you to hit your mark.

### Focus Groups and Feedback:

Looking to get inside the minds of your clients or customers? Do you wish you knew what they were thinking or why they make the decisions that they do? Designing focus groups requires a strategic approach. From identifying the diversity of the participants you need, to engineering the most poignant questions to get at the information that can be synthesized into your critical decision making practices. I'll help you focus on the methodology and execution of reaching these individuals.

### Process Analysis:

This is about efficiency. If the shortest distance between two points is a straight line, how much do you meander? You may get there, but does it take additional resources that cost you time, energy and staff? Frustration comes from expectations not being realized. When a process fails at efficiency you get frustrated. Think about it. Any endeavor you undertake is permitted a certain amount of resources such as time, energy, money and even stress. We don't mind some cost. However, when things don't go as planned, we get sideways. Let's take a look at your expectations and best practices.

### Membership Development:

You've got a great product or service and now you just need customers. Whether its membership or customer based, identifying your market and knowing in what ways value is perceived by that cohort is essential. We'll identify the best ways to reach your market based on their specific demographics. Already having success? Let's look at your retention practices.