

viewpoints

Executive Support Services

Partnering with you for your success

Dominion Digital discusses how to give your business, operation or strategic initiative a double shot of espresso.

Today you find yourself in a packed atrium with standing room only waiting to address your organization's end-of-year all-employee meeting. Every business unit leader, department head, and associate is present, along with several of your peer executives. You stand at the microphone, beaming. "One year ago," you start to say, but suddenly applause sweeps across the room. Even the CFO – never a fan of yours – is clapping wildly. "One year ago we made a decision. You and I decided to blow the doors off this place and play to win. And you know what? We did!" The whoops and hollers continue as you close. "Last Friday, our business unit hit the top spot in our industry. The numbers are way, way up. So before you go back to work, I have two, no, make that three thoughts for you. You rock! Thank you! Keep it going!"

Then the phone rings. It's your wake up call.

Imagine Greatness

Great leaders aspire to achieve great things. Great leaders are optimistic about their organization's future. Great leaders never stop coming up with creative ways to punch through to the next level: to industry leadership, groundbreaking innovations, world class status, player on the global stage, all of the above. Great leaders imagine greatness.

The question for today is how do you get from here to there? How do you, as a leader, take your company or organization up from status quo to insurgent, from dark horse to winner's circle? How do you take all of the things you do every day and through those very activities gain sustainable competitive advantage?

How do you blow the doors off the place?

You start by asking yourself some tough questions: "Do we have a clearly articulated, unique strategy that our people understand and believe in? Do we have the ability and the capacity to execute that strategy? Do we have effective leadership? Are we focused on key priorities? Do we have an experienced partner who can help us find answers, and then roll up their sleeves and get the results?"

How would it feel to 'just say yes' to all of the above?

Dominion Digital's Executive Support Services team brings a wealth of business consulting expertise to bear on precisely those questions and, most important, on providing you some answers. Our executive services are built to take your business unit or organization to the next level. Our consultants – deeply experienced at rapid value creation, process performance improvement, and transformation – have designed a set of services that will help you:

- ◆ Define & Execute Your Strategic Plan
- ◆ Bring Focus to Your Priorities
- ◆ Discover & Assess Your Opportunities
- ◆ Identify & Mitigate Your Risk
- ◆ Drive Business Results

Execute, Sustain, Win

For all the talk about strategy that fills business magazines, white papers, journals and conferences, you might think strategy is important. Strategy, we are here to tell you, is not just important. It is all-important.

Strategy is absolutely paramount. A well-developed strategic plan, defined and executed with key personnel buy-in, can make the difference between prosperous growth and a long slow demise. Strategy is what swings the pendulum between success and failure, between the stuff dreams are made of and waking up to another humdrum day at the office.

Strategy is linked to priorities, to operational effectiveness, to making the right decisions, to leadership, to winning. “Strategy,” says Michael E. Porter of Harvard Business School, “is about deciding what not to do. Competitive strategy,” he says, “is about being different, or about doing similar things differently. Sustainable competitive advantage,” adds Mr. Porter, “emerges from unique positioning, activities tailored to strategy, clear trade-offs and operational effectiveness, among other things.”

This is why we thought it important to talk with you today.

The Difference

Dominion Digital is fundamentally different from other consulting firms. We’ve succeeded where other firms have failed primarily because our only agenda is your success. We’re small, effective and powerful, like a double shot of espresso for your business. We’re not top-heavy so we’re an outstanding value – a perfect alternative to big consulting firms who have a pricier and more complicated agenda. We specialize in being a higher value alternative to larger consulting firms. We have literally saved Fortune 500 companies tens of millions of dollars in cost with our alternative solutions.

And, we’re right next door. We’ve helped over 100 businesses throughout Virginia and Washington, DC including Capital One, Bank of America, the University of Virginia, SunTrust Mortgage, PRA International, LexisNexis, CFA Institute, Shaw Systems Associates, GE, the Il-

linois State Board of Education, Plow & Hearth, Harvard University, Northrop Grumman, and the U.S. Navy.

In 2003, the Virginia Chamber of Commerce recognized our firm with a Virginia Fantastic 50 Award, having previously won the Ernst & Young Virginia Entrepreneur of the Year Award in e-Business Services.

Peer to Peer Partners

Dominion Digital’s talent (many of whom are former big firm consultants) has been at the front lines of successful business transformation and performance improvement initiatives for a long time. Therefore, we understand how to do it right. We are a relationship-based, best practice consulting firm. What does this mean to you? We bring and adapt proven methods to your specific business challenges and we partner with you as a peer to achieve success, as you define it.

We enjoy working with executive leaders like you who are progressive and open-minded. Leaders who are so committed to success in their industry that they insist on the unvarnished truth about their business. We work with leaders who are so ferociously determined to get to the next level – to make the trains run on time – that they will seek whatever help they need and won’t rest until they get there. Does that sound like you?

Put Your Helmet On

Like it or not, you are engaged in a war against complacency, rapidly changing technology, pricing pressures, global competition, work-place conflict, short buying cycles, talent drain and poorly motivated salespeople. And that’s just for starters. It’s rough out there.

So if you aren’t sleeping as well as you used to, or if your transformation program feels a little like decaf espresso, call to learn how our team of experts can deliver an espresso-style jolt to your business and fill that atrium with applauding associates.

For more information on our solutions, contact us at 1.877.334.4266 or solutions@dominiondigital.com. Or visit our web site www.dominiondigital.com.