pointb
management consultants

**Project Leadership
Program Leadership**

The Challenge

Good program leadership matters now more than ever. Tightening budgets, finite resources and competing business priorities mean that organizations must have a clear vision of success and effective leadership to get there. It takes well defined strategies, shared vision and effective plans to guide programs and projects on the path to success, with day-to-day leadership that extends and supports the executive sponsors. Knowing that getting program leadership right is one of the best investments they can make to ensure success, organizations want to know: How can we most effectively lead our initiatives to produce meaningful business results?

Point B provides the solutions—bringing knowledgeable, seasoned program leadership expertise to address your most important business needs.

Our Services

Our Program Leadership services provide the objective leadership and tactical know-how to transform our clients' strategy into results. We have an extraordinary record of success in helping our clients affect major change in their organizations, providing leadership in a variety of contexts, engagement types, and initiative phases. We tailor our approach to the needs of the engagement, while leveraging a consistent framework and essential capabilities. We have a reputation for adding value quickly and early in our engagements. Our ability to do so is based on our approach: **Clarifying** the business problem; **Envisioning** the outcomes that will solve the problem and deploying the tactics to achieve it; **Motivating** the team to do its best work; and **Executing** a well-managed plan.

Point B's Approach to Program Leadership

Clarify	Envision	Motivate	Execute
• Confirm purpose • Create business case • Set/communicate realistic outcomes	• Align execution with strategy • Determine best-fit solutions • Build a strong team	• Set clear expectations • Build purpose/energy • Celebrate success	• Maintain conditions for success • Manage plan and progress

Program Leadership

Why Point B?

Offices
Austin
Bay Area
Boston
Chicago
Dallas
Denver
Minneapolis-St. Paul
Phoenix
Portland
Seattle
Southern California

Point B is recognized as the pioneer of Program Leadership. We were the first firm to codify the practice and the first to go to market as a provider of these services. Over more than 20 years, our firm has invested in developing a set of standards and a portfolio of rich, rigorous content in the practice of Program Leadership. This content establishes a common vocabulary and effective approaches that enable our clients to count on consistent excellence in delivery.

Since 1995, our Program Leadership services have helped clients by:

- Leading our clients' most important initiatives, from launching new products and services to leading transformational enterprise application implementations.
- Transferring knowledge and setting organizations up for sustainable success—leaving them better positioned to engage in their next enterprise project.
- Deeply understanding our clients' cultures and cultivating the conditions for success—uniquely tailored to our clients' needs.
- Considering our clients holistically, understanding how one project may impact another, and ensuring that we address root causes—not merely the symptoms.
- Providing expert guidance throughout the life of the project, and bringing the power of Point B's network to bear on our clients' challenges. When helpful, we often connect our clients with their peers facing similar challenges.