

From Vision To Reality

**APPLIED VISION GROUP**

# In These Slides

- We talk about:
  1. Why projects and initiatives fail?
  2. Why was **APPLIED VISION GROUP** created?
  3. Why do organizations need **APPLIED VISION GROUP** to complement their fully competent staff and consulting firms?
    - The process
    - Closing comments

# Why Do Strategies Fail?

- In a recent survey of senior executives at 197 companies\* only 63% expected results of their strategic plans. Primary reasons were:
  1. Focus of the strategy shifts over time
  2. Lack of disciplined approach / methodology
  3. Tactical issues derail progress
  4. Monitoring the wrong metrics
  5. Teams lose energy, enthusiasm and focus

# Why Do Projects fail?

- According to a recent survey by CIO Magazine 62% of IT projects failed. Primary reasons were:
  1. Poor requirements gathering
  2. Lack of change management and communications
  3. Lack of customer involvement
  4. Lack of good quality control and monitoring
  5. Poor project management

# About APPLIED VISION GROUP

- The objective for creating **APPLIED VISION GROUP** is to assist senior executives reach their goals by avoiding common challenges such as:
  - Internal managers understand the vision, but may get distracted with tactical issues and lose focus on the vision
  - External contractors concentrate on details of the project and are not best suited to track vision alignment or communicate the bad news
  - Senior managers may not have the time to sustain the detailed executive oversight needed to guide projects to completion
- We act as objective eyes and ears for senior executives on critical initiatives and follow a methodical, analytical and candid approach

# The APPLIED VISION Process

- Applied Vision follows a methodical approach of collecting information, surveying stakeholders and analyzing the results in the following 4 step process:
  1. Vision Alignment
  2. Project Selection
  3. Applying Methodologies and Disciplines
  4. Monitoring the Progress and Communication
- We facilitate stakeholder meetings and ensure everyone is fully engaged and invested in the projects

# Step One – Vision Alignment

1. In order to select the right projects we clarify the intent of the vision by asking questions such as:
  - Is the vision to expand business geographically or by discipline?
  - Is your target improvement in manufacturing or R&D?
  - Is the vision to improve talent acquisition? etc.
2. We conduct surveys, collect industry data and analyze the results to assist in selecting the best means to reach an agreed upon direction
3. Finally, we communicate and gain agreements on the intended outcome; transparency is key

# Step Two – Selecting Projects

When Vision is Clear, Projects Selection is Uncomplicated

- We recommend selecting only one or two project(s) to reach each outcome category. Too many projects at one time distract the team's attention
- We assist in making the hard decisions to cancel projects NOT aligned to the vision and prioritize the remaining projects
- We help you select and assign the best employees with the right skill-sets to the right projects
- Finally, we document mutual agreements on expected results and communicate with all stakeholders

# Step Three – Right Disciplines

## Right Disciplines = Right Behaviors

1. People Centricity – By nature, people like to perform; our job is to guide them
2. Staying Focused – We will not allow tactical challenges to derail the journey
3. Culture of Honesty – We encourage, embrace and value openness and candor
4. Methodical Approaches – We assist in selecting the right methodology for each project
5. Leveraging Technology – We use appropriate technologies aligned with business intent, not vice-versa

# Step Four - Monitoring

- Monitoring is more than looking at spreadsheets and score cards, it is a broad spectrum of internal and external indicators
- Everyone should be deputized to keep an eye on critical indicators and raise the red flag when needed
- Decision making should be swift and based on accurate information
- Remember, what drives internal actions may not derive external or intended results

This is where **APPLIED VISION GROUP** provides the most value in reaching your objectives.

# In Closing...

- “Vision without execution is hallucination” – Thomas Edison
- Organizations have the right people to execute the projects, but they may not be best suited to monitor the progress and maintain momentum
- We leverage organization’s resources, work with universities, contractors and other involved institutions to select the right individuals for each project

**APPLIED VISION GROUP** will help you achieve your vision in a timely, affordable and with the quality you desire – we simply get the job done.



## Peyman S. Zand Profile

A 20-year veteran of the industry, Peyman has assisted senior executives of fortune 100 companies, governments and educational institutions achieve tremendous results in reaching their vision. Peyman has managed multi-million dollar programs that range from information technology projects to community and economic development programs. Visit Case Studies under our Web pages for more information: [www.appliedvisiongroup.com](http://www.appliedvisiongroup.com)

Contact Peyman : [pzand@appliedvisiongroup.com](mailto:pzand@appliedvisiongroup.com)

Toll Free @ 877-406-4620

Locally @ 919-406-4620

**APPLIED VISION GROUP**