

## Managing Change for Business Results

Brighton Leadership Group helps you exploit change within your organization to achieve results that exceed expectations

We drive business results by connecting values to strategy and execution

Brighton Leadership Group helps leaders build engagement by leveraging the strengths of their team

We increase productivity by optimizing the use of limited resources across the organization

Brighton Leadership Group increases user adoption so the benefits of your project, process or tool are realized more quickly and completely

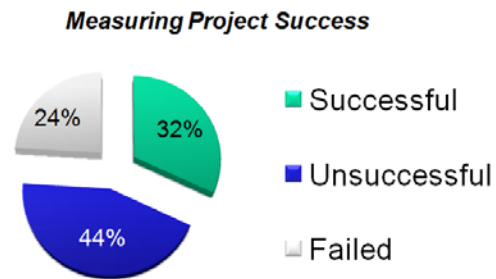
We partner with clients to minimize disruption to productivity during merger, acquisition and divestitures and maximize the ROI

### Success Every Time

How well you do change management makes the difference between achieving your business results on time, within budget, aligned with the expectations of the stakeholder and complete or partial project failure.

Studies show that projects with excellent change management are six times more likely to meet objectives than

those with poor change management. As the Standish CHAOS Summary shows, only one in three projects is successful. Don't fall into these statistics, use excellent change management to be successful.



"CHAOS Summary 2009" New Standish Group

### Connecting Change to Business Results

Brighton Leadership Group works with clients to clearly define success and then align that definition with what, why and who. Clearly answering the questions, what are we doing, why are we doing it and who is impacted sounds simple but is often overlooked. The answers to these questions make the difference between average and amazing results.

Change management increases:

- How quickly people adopt the change (speed of adoption)
- How many make the change (ultimate utilization)
- How effective they are at doing things the new way (proficiency)

### How We Work

We focus on results. We coach your leaders to achieve these results. We tailor our approach and strategically leverage your internal people to equip them in the development and delivery of results. We transform your initiatives with excellent change management.

### Start Today

Incorporate change management into your projects and strategy implementation. This addition to your organization will revolutionize the success of your initiatives and maximize your ROI.

## Client Comments:

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*"I worked with Donna Brighton as we sought to change our senior leadership. Donna brought insight, clarity, leadership and focus to the effort. The clear identification of the key issues and roles within the organization helped us to be significantly more effective."*

~ Keith W. Cantrell - EII Advisors LLC

*"Scott Beilke provided the leadership and resources necessary to enable our department to successfully navigate a critical project with tight deadlines. His passion for our success combined with his insight and expertise enabled our team to achieve our project goals. Scott provided significant value to our company and I would strongly recommend using his services to bring significant value to your organization."*

~ John Girvan, CAE - Advanced Micro Devices, Inc.

Contact Brighton Leadership Group today to:

- Assess your current initiatives
- Coach your leaders to ensure change success and increase their effectiveness
- Increase the speed of results realization

*"I have known Scott and Donna in a variety of capacities for several years and they are outstanding consultants. Their work is organized, efficient, and focused on the business results. If you want to improve your business, then look to Brighton Leadership Group."*

~Larry Ramaekers - Principal - The Ramaekers Group, LLC

*"The Brighton Group collaboratively solves business problems. They took the time to understand our business and our issues before they recommended solutions. Brighton Leadership Group talked to our people and they listened."*

~ Marc Zimmermann - Chief Financial Officer - American Physicians Service Group, Inc.

## Clients Our Team Has Served

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Kraft Foods  
Alegent Health  
SUNY – Information Technology Exchange Center  
US Bank  
TruFit Solutions  
Result Source (Harvard Business Publishing)  
Pittsburgh Leadership Foundation  
Digital Equipment Corporation  
Coventry Health  
Kimberly-Clark  
Kohler

AON  
American Physicians Insurance Company  
Graphic Packaging Company  
Christian Hansen  
Pittsburgh Post Gazette  
Lyondell Chemical  
Advanced Micro Devices  
National Car Rental  
Duquesne University  
Bayer AG  
Bridge Information Systems