



4Q14 Newsletter

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Latest News

Consultant of the Quarter Award

Desai is proud to announce the 4Q14 Consultant of the Quarter. This is a hard-working member of our team who illustrates the flexibility, values and strengths Desai is famous for. For 4Q, we're proud to announce that this honor goes to **Rob Bromley**.

Rob brings an extensive history in project management to Desai, and is a great



match for Desai's passions and work ethic. For Rob, Desai's new tag line - "Let's Get to Work" - was already a mantra!

Rob has been busy of late helping Merchants Bank prepare for a significant business transformation and IT upgrade project, and has represented Desai well to our customer.

From the Corner Office

Another Year Passes

Here we are at yet another year-end and holiday time. Where did the year go? It seems every moment is so easily consumed, hopefully to add value. Here at Desai, we continue to grow and evolve, in large part thanks to you, our customers.



This quarter, we vary from our regular format, as we take the opportunity to share with you some details about our new work methods. The ***Getting from Strategy to Execution*** article introduces our evolving methodology and approach to solving customer problems. It introduces our new **Framework for Strategy Execution** and some of the new ways it helps us deliver customer value. Take a look. We think you'll be excited about our advancements, and what they can mean for you.

In closing, it is appropriate at this time of the year to be thankful and appreciative of those around us. We are grateful for our many customers, and our unparalleled staff - may you all enjoy this holiday season with family and friends. We look forward to working together soon!

As always, please [contact us](#) for more information on how we can help you realize more value from your investments. Thank you for your continued support of Desai, and for making us your trusted partner in achieving business success. Now, Let's Get to Work!

Technology For Tomorrow (T4T) News

Just a reminder to take a look at what's going on with our 501(c)(3) nonprofit partner, [Technology for Tomorrow](#) (T4T). They have also undergone a transformation in branding and marketing, have added a new Executive Director, and are working hard to extend their reach and value. It's a very exciting time for T4T - things are happening that you can be a part of. Check it out!



Technology For Tomorrow

Empowering Youth to Connect Communities

Desai would like to thank Rob for his contributions to our customer and our business, and look forward to great utilization of his skills and experience.

PMP Certification Test Preparation 3-Day Boot Camp

The next instance of Desai's popular PMP Boot Camp is rapidly approaching.

Our next session will be held **March 25-27, 2015** in Burlington Vermont. There's still time to register, so don't miss out!

Earlybird discounts are available. Simply register by 1/31/2015 and receive 15% off!

[Click here](#) to find out all the details of the course.

Quick Links

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Getting from Strategy to Execution

Our Own 'Six Degrees of Separation'

Many frameworks have been developed through the years focused on Business Strategy - for strategy formulation, finding competitive advantage, assessing strengths and weaknesses, and many others. As we move into execution, many of these standard frameworks leave us with a fragmented and incomplete understanding of how the firm's strategy should be translated into action.

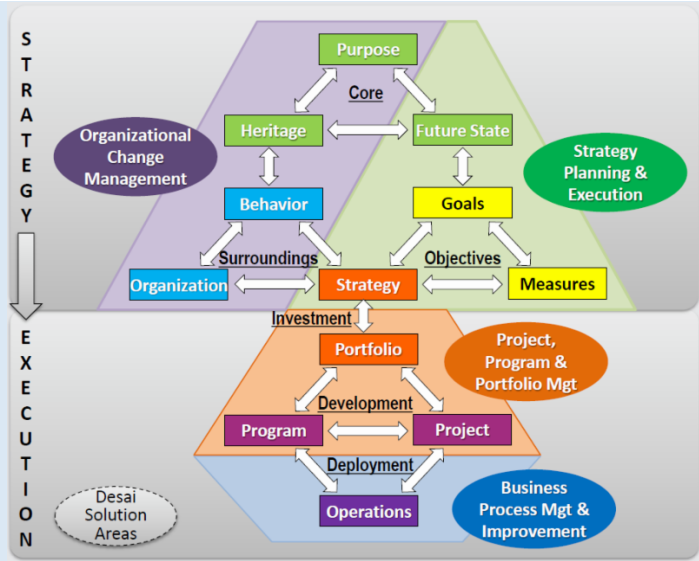
Desai's solutions directly address this need through the use of their **Framework for Strategy Execution (FSE)**. The scope of the FSE is business-wide, with objectives to:

1. first identify the business elements that should be aligned for proper execution of strategy, and
2. provide models describing how alignment should occur.

These business elements are everywhere around us. What we miss is the relationship between these elements and how they work continuously to generate the results we get.

Desai's FSE provides a view of the elements in action amid the distraction of merely watching the action itself. Each of Desai's solutions is constructed and deployed in the context of the FSE, to ensure that all related business elements are understood when a problem is addressed, or a business opportunity is pursued. This results in 'no loose ends' when solving problems, and in fact can help find root causes that may otherwise remain hidden.

In addition, awareness of the relationships within the framework can help expand the value of business opportunities, leading to unexpected improvements in a customer's efficiency, revenue or cost. Once the business is well-understood within such a framework, and the relationships are acted upon in business analysis and solution delivery, a great many possibilities arise.



Desai's Framework for Strategy Execution (FSE)

The above picture shows how Desai's solution types align with the FSE to create coverage and capabilities from end-to-end. Starting next quarter we will look at each of the four model domains in more detail, so you can understand how they increase the value of our solutions, and the impact they can have on your business.

For more information, please contact:

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