



## 3Q14 Newsletter

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### Latest News

#### Consultant of the Quarter Award

Desai is proud to announce the 3Q14 Consultant of the Quarter. This is a member of our team who illustrates through hard work the flexibility, values and strengths Desai is famous for. For 3Q, this honor goes to **Kathy Purdy**.

Kathy joined the Desai team in 2014, and works at the State of Vermont



as a Business Analyst for the State's Health Insurance Exchange - Vermont Health Connect.

She brings a disciplined energy to the team that helps continue to clearly demonstrate the value of the Business Analyst role. She joins a team that is helping improve the State's speed of execution and quality level of business-critical processes.

Desai would like to thank Kathy

### From the Corner Office

#### Changing Seasons

Once again Fall approaches, with the onset of cooler weather in our region. Here at Desai it's time for a change as well. Thanks to you, we've reached a size and scale that now drives us to the next level of professional capabilities and market presence.



Today's newsletter raises the curtain on one of the more visible aspects of change - our new logo and tagline. Our logo is simple yet just distinctive enough to be remembered. Our tag line - "Let's get to work" - is simply us. No fancy talk or slogans, just good old-fashioned hard work.

In the weeks ahead, you'll be seeing more evidence of our transformation, with the introduction of a new web site, and more details about our methodologies for bringing you ever greater value. Our [Customers](#) continue to affirm our service and solution focus, while our [Staff](#) continues to enable our value in execution.

Moving to the rest of our news - the **Practitioner** article this quarter talks about the challenges of Knowledge Management, and the value it can bring to both consultant and customer. This quarter's **At the Client** article shows how Strategy Planning exists in an overall business context, and how understanding its environment can help our customers achieve meaningful change in increments, without overwhelming the team..

Please [contact us](#) for more information on how we can help you realize more value from your problems and investments. Thank you for your continued support of Desai, and for making us your trusted partner in achieving business success.

#### Desai in the Community

Karl Swanke has been active in 3Q, participating in the Vince Lombardi Cancer Foundation celebrity golf tournament. Here he is with former Packer teammate and hall-of-famer James Lofton.

Karl also participated in the Children's Hospital of Wisconsin celebrity golf tournament .

for her rapid transition to the team, her tireless energy and enthusiasm and painstaking care in crafting customer relationships.

### NEW Desai Team Members

Desai would like to welcome two new team members aboard: Sam Lotto, working at the State of Vermont, and Walt Tanis, who is working at Fletcher Allen Health Care.

### PMP Boot Camp News & Sept 24-26, 2014 Course

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

You can join the many past Boot Camp veterans by attending our next session, to be held Sept 24-26, 2014 in Burlington Vermont. There's still time to register, so don't miss out!

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

### Quick Links

[Our Website](#)

[Our Services](#)

Join Our Mailing List!



### 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). Exciting things are happening that you can be a part of. Check it out!

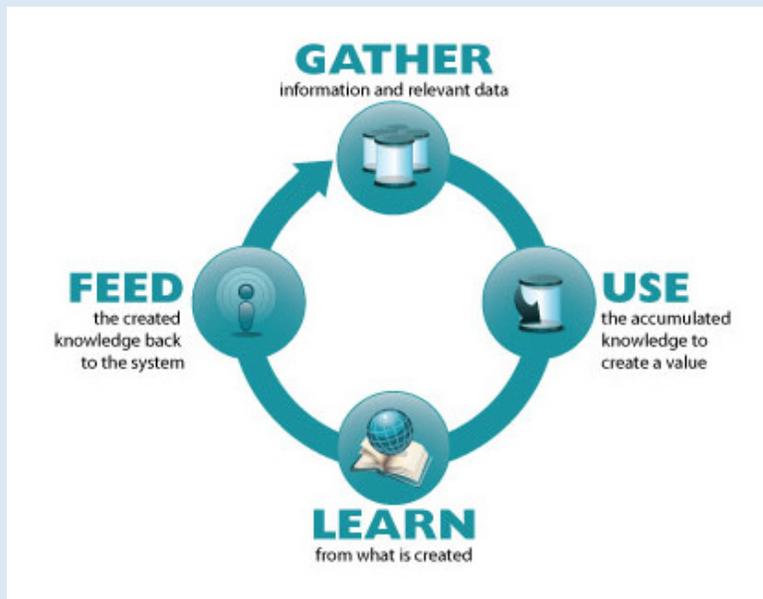


**Technology for Tomorrow**

### For the Practitioner

#### Knowledge Management - for You and Your Customer

Knowledge management (KM) is the process of capturing, developing, sharing, and effectively using organizational knowledge. Your customer's KM efforts will often focus on organisational objectives such as improved performance, competitive advantage, innovation, the sharing of lessons learned, integration and continuous improvement of the organisation. In these roles, KM is an enabler to organizational learning and improvement. As such it can be a valuable tool to assist in business optimization.



Just as your customer feeds their 'learning machine' by managing the gathering and application of knowledge, you should consider doing the same, for both your team and yourself. You should be planning to utilize information from your customer engagements, thinking about how to organize it for reuse. Being able to find, reuse and learn from this treasure will prove invaluable through your career, and can easily help differentiate you and your team.

Many different tools exist to help manage the information. Don't wait until the task (and the stacks) are too daunting - get started right away reviewing your personal library, and begin thinking about all the things that can be done more easily next time because of the knowledge you've acquired.

If you'd like to learn more about how we are helping clients and ourselves promote KM concepts and tools, please [contact us](#).

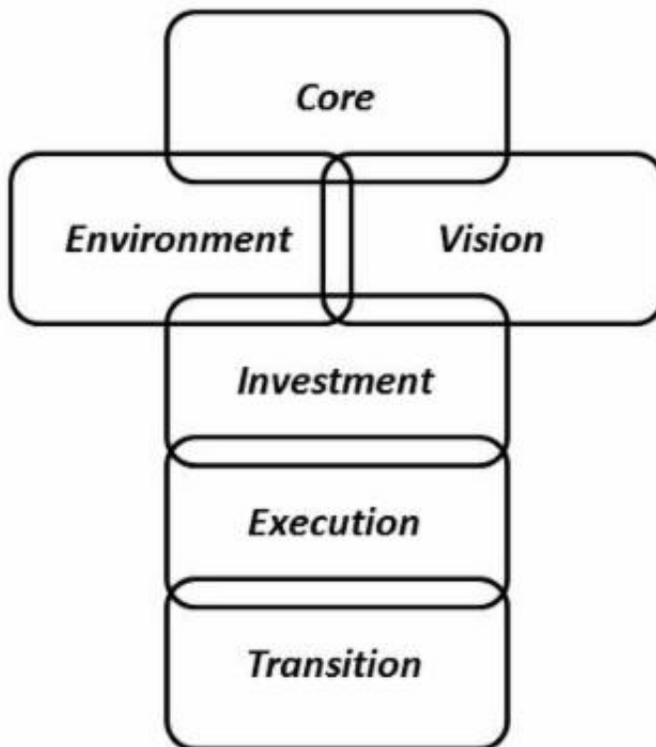
## At the Client

### **Introduction to Strategy Execution**

Very often we find our clients live simultaneously in two very distinct worlds - for some the world of strategy planning is their universe, endlessly analyzing markets and offerings to project an effective way forward. Others live in the day-to-day world of business execution, where every task and decision has an immediate impact to the day's results. What we are able to instill in some clients is that there are ways to achieve better, more lasting results when we combine these two perspectives, and learn how to execute the business strategy.

The most common tie in use today is at the Investment level, where many clients are at least working to bridge from strategic initiatives to priorities for portfolio management, which in turn drives Execution. Still there are many opportunities for improvement, as portfolio management itself has many and varied approaches - some focusing solely on strategic initiatives, others merging legacy, tactical and strategic as more of an overall Investment portfolio.

In newsletters to come, we will look more deeply into each of the facets of this framework, to learn more about the elements in each, their purpose, and how we can analyze them in a singular fashion, to yield a Strategy Execution environment.



A Strategy Execution Framework

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