

# Best Practices White Paper



Insights to help move  
the performance needle

**Assess Needs**

**Grow Revenue**

**Satisfy Customers**

**Create Leaders**

**Manage People**

**Optimize Projects**

**Measure Results**



The Exact Expertise to  
Ignite and Sustain Performance™

## 3 Keys to Project Leadership

**S**o what is Project Leadership? Is it task lists? Is it Gantt charts? Schedules? People stuff?

The answer is YES, all of the above, and much more. But the simple way to explain it is in 3 words:

- **Results**
- **Relationships**
- **Expectations**

To elaborate, project leadership is *managing results and relationships to satisfy expectations*.

The **results** of the project must be clearly understood at all times throughout the project by the team members, management or stakeholders, and the customers. The team must have a way of dealing with the constantly “morphing” project. They need to understand and communicate those changes and be able to make decisions regarding those changes all during the project life.

The **relationships** must be nurtured and grown to motivate the team members to accomplish the *deliverable results* for the project. In this time of cross-functional, cross-cultural, and cross-global teams, relationships are the heart of getting the work done. Some people are wooed into a false sense of security because they have people on their team that are “assigned” to be there. These people don’t work for the leader directly but they are assigned by their functional leader to be on the team. The problem here is that they are on several, sometimes many teams, so, with all good intentions, they try to work on the project but run out of time and tell the project leader they would love to work on the project but don’t have the time. So it becomes a challenge in *influencing* on the part of the project leader to motivate these team members to perform. SO, relationships are very important.

Lastly, satisfaction of **expectations** must be accomplished so at the end of the project the stakeholders and customers and team members are happy with the results. This is accomplished by maintaining active communication with the stakeholders and customers about what the project is *becoming*. There must be balance used here to maintain the right amount of communication. A team needs to know how and when to communicate these changes and decisions regarding the changes.

The project leader that can manage results, relationships, and at the end of the project can present deliverable results that satisfy everyone’s expectations will no doubt be successful.

They may even want to do it again!

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The Exact Expertise to  
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## We help make companies more competitive through people.

Founded in 1995 on the principle that training "by itself" will not drive tangible change or business results, we work with a select group of clients to get the most out of their people. Every training and consulting solution we provide increases revenue, decreases costs, or raises productivity.

### Who we work with

Our clients are typically mid-market business leaders who believe that investing in people is vital to their success. The majority come from the high-tech, life-sciences, and service industries and often lack the internal resources or expertise to get the job done. They want more than what traditional training and consulting approaches can deliver.

### What we do

We get results. Our one-stop-shop offerings range from creating a high performance culture, to outsourcing the training function, to designing and delivering targeted learning solutions. We excel in seven key practice areas: assessment, sales, loyalty, leadership, management, project management, and measurement.

### How we do it

We partner with our clients in a way that makes sense for their unique situation. First we identify the key metrics they want to improve. Then we assemble a dedicated team of experts who have successfully solved similar problems with similar clients. Our expertise and flexibility allow us to move the performance needle faster and farther than anyone else in our industry.

### Our Guarantee

We are fiercely devoted to the success of our clients and guarantee results.



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## Our clients tells us that we are different.

Our clients tell us that we save them both time and money.  
Our clients tell us that they appreciate access to certified best-in-class experts who help them to move the needle.

### Our sales clients

confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

### Our customer loyalty clients

confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

### Our leadership and management clients

decrease their costs by up to 50%, increase speed-to-productivity by 60%, accelerate promotions by 20%, decrease unwanted attrition by up to 40%, and report an additional \$13m to their bottom-line.


### Our project management clients

inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

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## Representative Clients

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients.



97.5% client satisfaction

98.2% recommend LSA

98% solution satisfaction

129% knowledge gain

800+ Assessment and Measurement Projects

45+ Client Case Studies

100+ Client Testimonials

Top 10% Certified Experts