



## Putting IT at the heart of business success.

Every employee has a role to play in the successful implementation of business objectives. For IT organizations, aligning strategic goals and vision is the most powerful way to increase business reach, impact and contributions. Impact Insights' groundbreaking methodology POWERSHIP® brings businesses and the people within them to one, common business strategy to increase efficiency, innovation, performance and competitiveness.

### Our Services

#### *IT Performance Consultants Who Build Award-winning IT Departments*

Impact Insights' proprietary methods optimize IT team performance, resulting in highly engaged employees and greater contributions to big business goals including revenue; profitability; innovation; customer acquisition, retention and satisfaction; and market position and branding through the following services:

#### **POWERSHIP® i3**

An IT Impact and Insight report, i3 is an analysis of the state of the IT organization. Evaluating strategy, processes and roles, i3 gives businesses a current performance report card and insight into a future state that will drastically improve employee engagement, strategy alignment and business results.

#### **POWERSHIP® 90°**

In a POWERSHIP® 90° solution, Impact Insights targets our proven performance optimization methodology on team alignment, strategy action plan for accountability and identification of key areas for improvement. This targeted approach allows businesses to focus intently on getting ready for ROI delivery.

#### **POWERSHIP® 360°**

This end-to-end POWERSHIP® implementation is a comprehensive, full-performance enhancement and strategy methodology that maximizes the impact of current processes through alignment to the POWERSHIP® model. Within eight weeks of incorporation, clients are running a highly engaged, higher-performing IT organization that is tightly aligned to business strategy and driving greater efficiency and profitability across the entire business. Even more significantly, they are realizing ROI within 90 days.

#### **POWERSHIP® Validation Sessions & Impact Workshops**

For organizations that have implemented POWERSHIP® across all or part of their business, Impact Insights offers vision validation sessions at regular intervals to ensure alignment continues and the approach is evolving with the organization. Impact Insights also offers several workshop options in order to help individuals and teams embrace and adopt best practices in business-IT alignment.

“POWERSHIP® provided the solid foundation we needed to accelerate the growth of our company. It was the unifying structure that enabled us to build our vision and mission, and develop and implement a strategic plan. Since implementing the model, we've doubled our staff and quadrupled our revenues.”

- Larry Burns, CEO  
StartSampling, Inc.

### Why Impact Insights

Delivering enhanced performance on a corporate-wide scale, Impact Insights has built a proven track record in driving business results by way of the IT organization, by virtue of being:

- **Led by technology and business leader Kathie Topel, a celebrated industry expert, regular speaker and author of the book POWERSHIP®**
- **A trusted, executive-level advisor for numerous global business leaders**
- **Known for building highly engaged, award-winning IT organizations**
- **Uniquely capable of providing performance and business excellence training to the entire IT organization, from executive teams to individual contributors**
- **Able to have POWERSHIP® up and running for leading corporations in eight weeks and realizing ROI within 90 days**

## Our Approach

### *A Proven and Proprietary Business Alignment Methodology*

Impact Insights puts IT organizations exactly where they should be: at the heart of business mission, vision and strategy. Using our proprietary POWERSHIP® methodology to fit technology processes, initiatives and teams with the stated business plan, Impact Insights dramatically improves IT's participation in company profitability, growth, innovation, brand reach, customer retention and market position.

We make this happen by ensuring every member of the team not only understands his/her individual role, but how it impacts the greater good of IT and the business. With everyone working toward a common goal, Impact Insights is able to help build engaged, award-winning IT organizations that make a powerful impact on business strategy and success.

## About Us

### *Helping IT Make Measurable Contributions to Business Success*

Impact Insights is a premier, national source of business-IT alignment and optimization solutions. We are known for our unique ability to build award-winning IT departments that make measurable contributions to business success. We achieve this objective by:

- Serving as a trusted advisor to IT leadership and executive teams
- Maximizing the impact of IT through strategy alignment and execution
- Optimizing employee performance by aligning all members of the IT organization and their roles to business strategy
- Building company-wide momentum behind IT innovation initiatives

Impact Insights' visionary, Kathie Topel, is an industry leader whose long-time work in IT-business alignment has made her one of the go-to experts in the field. From the seminars and executive training workshops she hosts to her published thought leadership work, Topel has made the alignment of IT projects and tools with business strategy her life's work.

Impact Insights is part of SPR Companies, a family of IT professional services firms long dedicated to providing IT resources and solutions to Fortune 1000 companies nationwide.

## Businesses Turn to Impact Insights When:

- **Disengagement is widespread.**  
IT organizations work with Impact Insights to re-engage talent and transform performance.
- **IT organizations are operating separately from business teams and strategy.**  
Impact Insights conjoins IT with business strategy and objectives in order to transform the technology organization into a powerful and trusted contributor to business innovation and success.
- **Business and IT teams are missing deadlines and projects are failing.**  
Impact Insights helps businesses create symbiotic working environments by bridging the gaps often found between IT and business teams to drive higher performance and greater results.

To learn more, contact Impact Insights at 630.309.1062 or visit [www.impactinsights.com](http://www.impactinsights.com).