

*Integrated solutions for perfecting
a project management practice—
and beyond . . .*

Achieve Stellar Performance

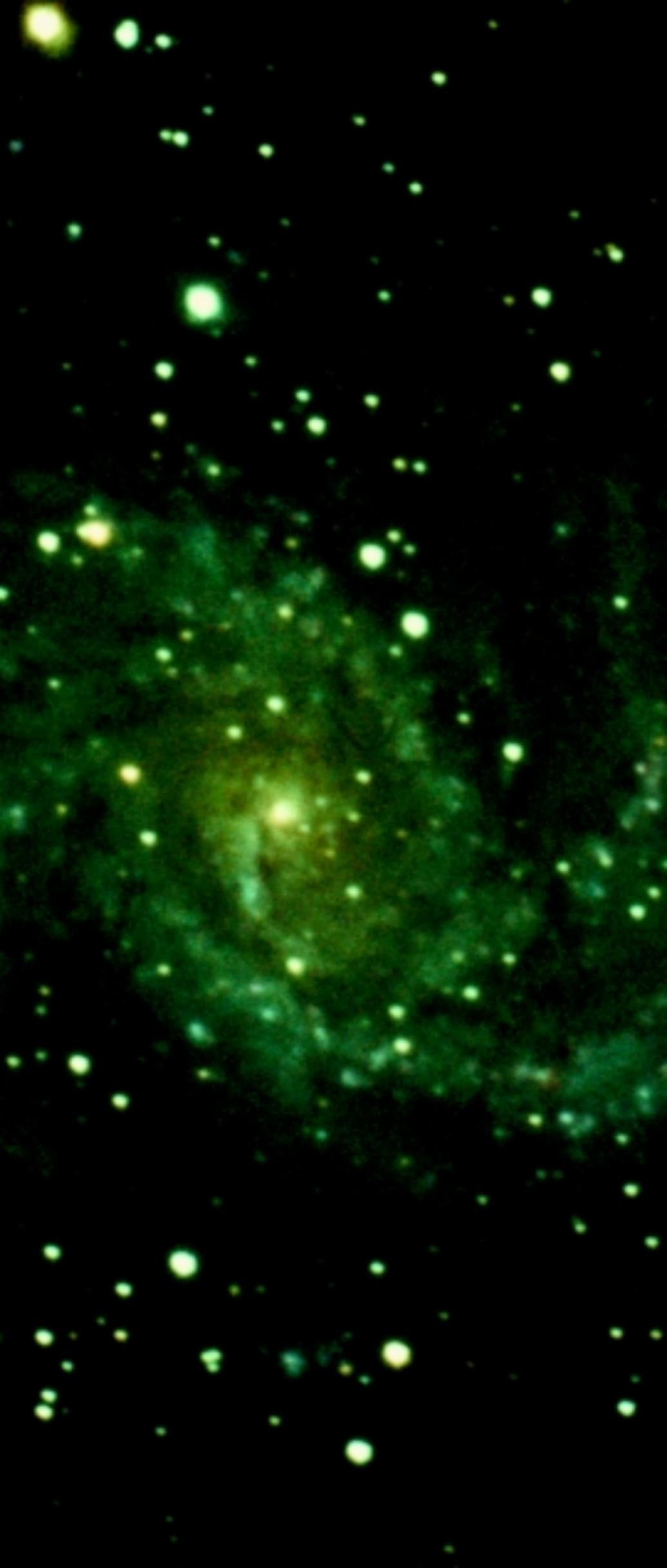
A TOTAL SOLUTION

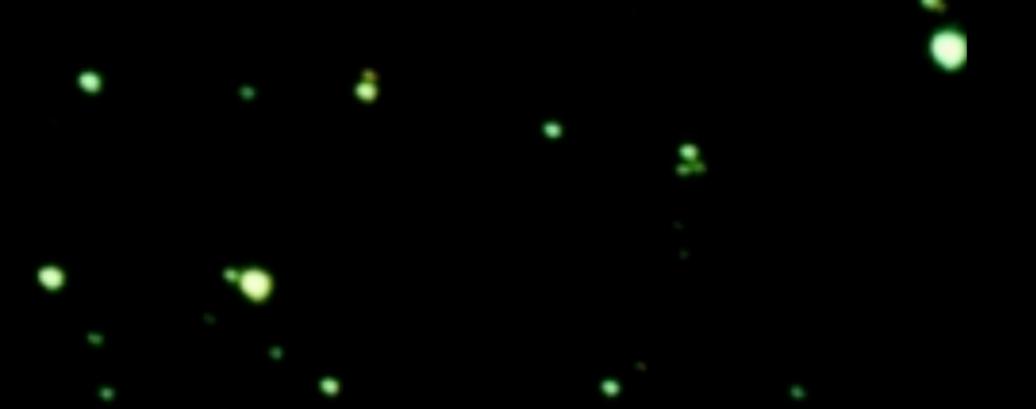
WITH THE POWER

TO TRANSFORM

THE WORKPLACE

ESI
CONSULTING





Stellar performance—
ESI can help you get there.

In today's competitive, global marketplace, stellar performance enables your business to meet your customers' demands better than your competitors can.

But stellar performance means going to the next level. Often it requires difficult process and organizational changes. ESI's primary business is helping our clients apply the best practices available to meet their challenging business objectives.

ESI has helped some of the world's most successful companies achieve stellar performance—and we can help you, too. We've seen what works and what doesn't—and we can help you get where you want to go in the most efficient manner possible.

From our expert consultants to our experienced instructors, we bring the information, knowledge, and wisdom to find the best structure and processes to help your organization achieve its goals.



Project Management Is the Key to Your Success

*Success doesn't always start
with project management—
but often it does.*

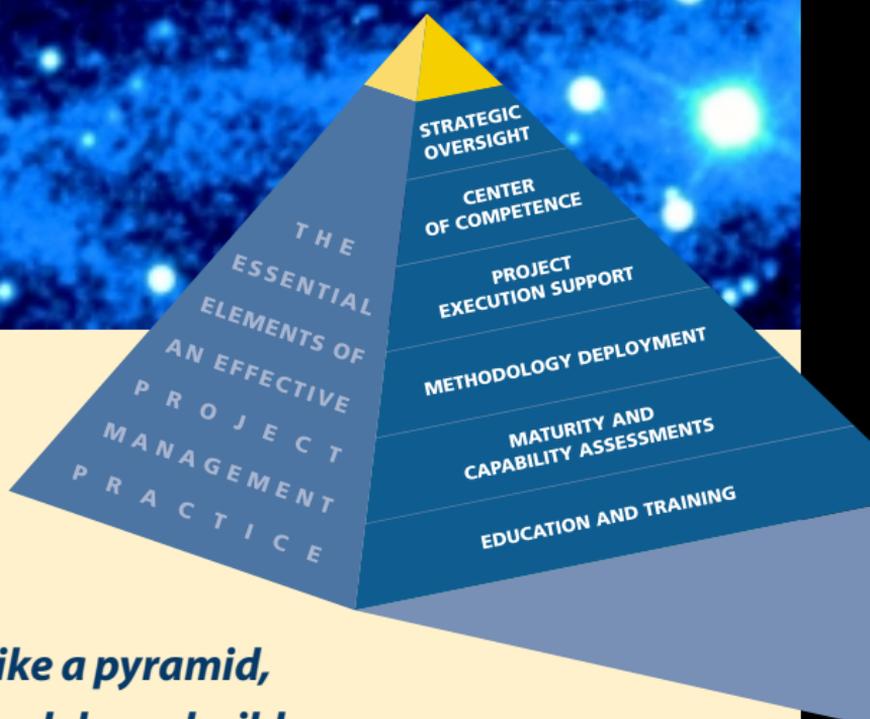
Who could argue that a business does not need to deliver its products on time, within budget, and according to its customer's specifications? That's what project management can do for you.

ESI is known worldwide for its project management expertise. Our products and services include project management training, assessments, methodology development, and consulting.

In the last ten years, our clients—many of today's most successful companies—have begun to reap the benefits that modern project management provides. But the most successful companies have gone beyond instituting a proven project management approach. They've instituted the processes and organizational changes necessary for project management to thrive.

And precisely because of our project management expertise—as well as our experience helping other clients improve their performance—we are well-qualified to help you implement any

organizational changes you may require to get the most out of your investment in project management.



***Like a pyramid,
each layer builds upon
the previous layer.***

From the foundation provided by training to the ultimate goal of strategic oversight of all projects by upper management, implementing an effective project management practice is a long-term process.

- **Education and training** is the most efficient way to disseminate project management tools and techniques throughout your organization.
- **Maturity and capability assessments** help you determine the maturity of your organization's project management capabilities.
- **Methodology deployment** ensures everyone in the organization uses a consistent set of project management processes and techniques.
- **Project execution support** from ESI's consultants can help jump-start a project so your project team can start getting work done immediately.
- **A center of competence** provides a permanent home for your in-house project management expertise so you can maintain and improve your project management culture continuously.
- **Strategic oversight** gives you the right tools and information to drive your business to years of future success.

Perfecting the Project Management Practice

*ESI products and services—
the foundation for an effective
project management practice.*

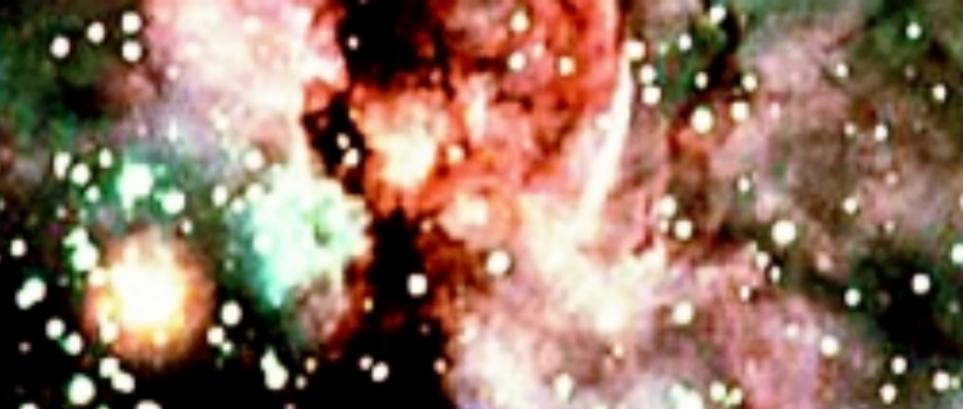
ESI Consulting has a premier solution for each layer of the pyramid. We can provide customized or off-the-shelf solutions, depending on your needs. Our project solutions include:

Training—ESI Project Management Professional Development Program

- Get the tools and techniques to ensure projects are completed on schedule, within budget, and according to performance requirements
- Establish a common knowledge base and language among all of your project managers
- Earn academic credentials and prepare for professional certification

Maturity and Capability Assessment—ProjectFRAMEWORK™

- Benchmark where you are before you invest in a methodology
- Identify your current strengths and weaknesses
- Plan for continuous improvement



Methodology Deployment— *ProjectFOCUS™*

- Get the reliability of a structured approach to project management
- Capitalize on a ready, proven reference
- Customize to fit your corporate environment

Project Execution Support— *ProjectQUICKSTART™*

- Develop a real work product (project plan) in an accelerated time frame
- Educate team members through a facilitated group effort
- Harness expertise of an ESI consulting team

Center of Competence— *ProjectOFFICE™*

- Establish a model for your central project oversight office
- Provide timely technical support to project managers and project teams
- Oversee multiple projects so you can provide emergency resources if necessary

Strategic Oversight— *ProjectPORTFOLIO™*

- Apply a model for project integration
- Support decisions about selecting, continuing, and terminating projects
- Report pertinent project data without involving executives in project detail

When You're Ready to Take the Next Step . . .

Transform the workplace so project management thrives.

To get the most out of your investment in project management, sometimes you need to go beyond just educating and supporting your managers. Sometimes you need to transform the workplace so that project management can survive and thrive—and continue to bring performance improvements.

Transforming the workplace can involve changing internal processes, changing the organizational structure, or even changing the way your project managers view their jobs and their careers. ESI leverages its business transformation expertise and experience with other clients to help you make the right changes without undue stress on your organization.

You can rely on our expert consultants and our experienced instructors to bring the information, knowledge, and wisdom to help your organization *achieve stellar performance*.

**FOR MORE
INFORMATION ABOUT
HOW ESI CONSULTING
CAN HELP . . .**

***Call (703) 558-4100 or return the
attached postage-paid reply card.***

- Yes!** I'm interested in learning more about how **ESI Consulting** can help me get the most from my investment in project management.
- I am specifically interested in the following ESI products and/or services:
- Project Management Education and Training
 - Maturity and Capability Assessments—*ProjectFRAMEWORK*
 - Methodology Deployment—*ProjectFOCUS*
 - Project Execution Support—*ProjectQUICKSTART*
 - Center of Competence—*ProjectOFFICE*
 - Strategic Oversight—*ProjectPORTFOLIO*
- We are considering a major business transformation and I am interested in how ESI can help with:
- Process Innovation
 - Organizational Development

Name _____

Title _____

Organization _____

Address _____

City, State, ZIP _____

Phone _____

Fax _____

E-mail _____

Number of employees _____

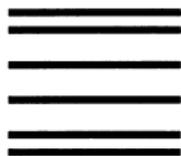
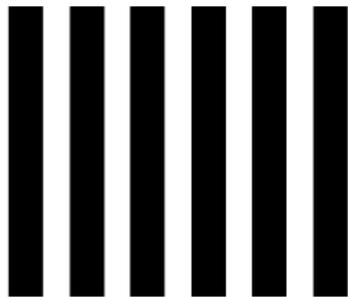
Business type _____

WWW.ESI-INTL.COM



*Visit Us on the
Internet Today!*

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 9239 ARLINGTON, VA

POSTAGE WILL BE PAID BY ADDRESSEE

ESI International
4301 Fairfax Drive, Suite 800
Arlington, VA 22203-9858





Helping You Achieve Stellar Performance

About ESI International

ESI International, a consulting and educational firm, enhances business management and public administration. Since 1981, ESI's focused approach of services, supporting products, and training has influenced the way key business disciplines are practiced.

Through a long-standing relationship with The George Washington University in Washington, D.C., we offer several curricula that lead to master's certificates awarded by the university. These training programs and other courses are offered in public classrooms as well as on-site and are often customized for clients.

We have served Fortune 50 companies located around the world and representing diverse industries and nearly every major agency of the U.S. government. No matter what organization we're supporting, our essential goal is to transfer knowledge and skills to our clients—so that they learn to work more effectively and their customers are satisfied.

About ESI's Consultants

ESI's expert consultants have what it takes to take you to the next level of performance. They possess extensive, hands-on skills in project management and a wide variety of other business disciplines. Being practitioners, they bring experience from their own careers and from their work with other ESI clients to bear on your particular challenges. And they embrace the importance of not merely prescribing answers, but helping you find new ways to approach your business and strengthen the capabilities of your staff.

"The consulting services ESI has provided have been outstanding. Your organization is first-class: highly professional and highly flexible to work with . . . The momentum we've built—starting with a regional assessment of our capabilities and growing into a national and now an international initiative—speaks for itself."

—Howard F. Marshburn, Jr., P.E., Program Manager,
Honeywell IAC, North American Projects Organization

Private-Sector Clients

American Bar Association
Asea Brown Boveri (ABB)
AT&T
Bell Atlantic
BellSouth Corporation
The Boeing Company
CBIS
Citibank
Deloitte & Touche Consulting
Delta Air Lines
Eli Lilly and Company
Frontier Corporation
GlobalOne
Hewlett-Packard
Honeywell IAC
IBM
Liberty Mutual
Lucent Technologies
Merrill Lynch
Motorola
NCR
Nortel
Novartis Pharmaceuticals
Prudential Insurance Company
Sprint
Sprint Canada
Telenor
The Timken Company
Tower Automotive
Vanstar
Weyerhaeuser

Public-Sector Clients

Bureau of the Census
Department of Veterans Affairs
Florida Department of Juvenile Justice
Internal Revenue Service
International Monetary Fund
Smithsonian Institution
United Nations

To Contact a Consultant

To request further information or to talk with a consultant, return the enclosed reply card or call ESI at (703) 558-4100.

ESI
CONSULTING

ESI International
4301 Fairfax Drive, Suite 800
Arlington, Virginia 22203
(703) 558-3000 phone
(703) 558-3001 fax
info@esi-intl.com e-mail
www.esi-intl.com web