

# How to Create an Innovative Professional Services Organization

## THE WINNING APPROACH TO RISING - AND STAYING - ABOVE THE COMPETITION

In professional services, real-time information has taken center stage as firms look to increase productivity, grow more rapidly and achieve higher levels of profitability. All of this must be done while balancing the needs of both clients and employees.

With increasing competition, a constrained talent pool, and greater global regulatory accountability, leading professional services organizations (PSOs) are turning to an approach and professional services automation (PSA) solutions that offer greater business process support and visibility into current and future work.

### HERE'S THE WINNING APPROACH:

#### RELEVANCE



The speed of change is ever increasing. You help your customers deal with that. You deal with it also; as a company and yourself. Innovation is not a department, it is everyone's job. Focus on what is relevant to get the job done and for each person to remain relevant - to the customer, and to their own common and personal goals.

*Dealing with change*

#### TRANSPARENCY



Like your customers, you have to see what's coming and act decisively and effectively in order to remain relevant. So, in professional services we need to be equipped with the right insights. We don't know today what decisions we face tomorrow.

But with transparency and by eliminating information silos, we have access to the insights we need to drive the outcomes that our customers and we ourselves need. You can achieve a 9% improvement in projects delivered on time with PSA.

*Real-time insights to drive outcomes*

#### OWNERSHIP



Give your teams the insight they need to make decisions or take action. Take ownership of YOUR work. Have clear goals and how people can contribute. If a customer needs something - take care of it. If a request, a plan, a project is not relevant - make it known. If you see opportunity for progress for the customer, your business or for yourself - pursue it. Few things in our work life are more rewarding and constructive than taking charge and succeeding.

*Accountability and empowerment*

#### ENGAGEMENT



Services are a team sport and being engaged is much more than collaboration. It's critical to share knowledge and experience within teams, across the company and externally with clients. That knowledge leads to ownership and accountability to make better-informed decisions faster.

*Better decisions, faster*

### REAL-TIME INFORMATION PROVIDES COMPETITIVE ADVANTAGE.

#### YOU'LL MATURE YOUR PSO AND:

Drive new business and quality of revenue

Lower overhead and have better cost control

Engage employees, make better decisions and take faster action

Improve project margins by 11% with PSA

Ensure better business outcomes

Services are about people. And business is about growth and profit. Which is why, as an executive of an innovative PSO, you need control but not constraint. VOGSY balances this out. You can set direction, have a yardstick and empower your teams to make better decisions, faster. And you never lose track of the outcomes that your clients want (and your business needs).

Win new business; deliver for your clients; celebrate your successes — daily.