



## **Using Value Innovative Thinking in Your 2011 Business** **Jim Fogarty, PMP, President**

The Business Drivers for 2011: Alexandria, VA, January 2011 - Jim Fogarty, President of Absolute Consulting Solutions forecasts that 2011 will be a year where innovation and leadership is essential for growth, new market share and value. As the U.S. economy transitions from limited budgets and few funding opportunities, our businesses will necessarily focus to “improved results, value and performance”. Businesses will need to practice Value Innovation to take advantage of strategic business altering ideas, opportunities or improvements to be competitive in what is now a world market. An assessment of the “whole” business, product or service is needed and includes everything from due diligence of new opportunities and improvements to existing products and services, to definition, development, integration, client acceptance, and even anticipating the associated sustainment opportunities and customer expectations of new products or services. Significant insight, experience and analysis are needed to exceed expectations for both the customer and yourself.

Value Innovation is about being the Best: Businesses who decide to be “the best” at what they do will have the advantage. New focus on Value Innovation is diagnostic and action oriented so that new opportunities and ideas move in a new strategic direction. The target is taking a new and unique idea or improvement and turning that idea into an innovative product that provides value on an unmatched level. Businesses need to know where you want to go to be the “best” so that they can then define the appropriate value and direction of the opportunity. This is a different mind set where you move from satisfying your customers’ and own needs to creating new valuable needs and loyalties; from meeting expectations to exceeding expectations and from observing and listening to your competition and clients to introducing new and needed products and services. Value innovation provides unique value with the best products and services to reach success. Value Innovation makes opportunities happen. You have arrived when your peers look to you as the standard and where first place is the only acceptable reality.

A good example of Business Innovation from a shoe company isn’t “just doing it.” Their goal is to be the best, to hire the best, to produce the best product, to provide the best service, to look the best, to be worn by the best and so on. Their image tries to transpose being the best to their customers and encourages them to “just do it” to become the best. This is a starting line however and is far from the finish line. To reach the finish line, we all need to set our own vision, to work towards a goal, to train and execute in a certain way. Often, this process involves team members, coaches, consultants and other professionals that share insights so that the chance of reaching the goal is more probable and timely. The best business leaders follow this strategy. They hire the best and the most experienced, the most motivated, the innovators... and they do it for the same reasons as the champion athlete, because they too want to be the best and they want to get there as quickly as possible.

About: Absolute Consulting Solutions, LLC:

Absolute Consulting Solutions is a Service Disabled Veteran Owned Small Business who has significant value innovation experience. This unique skill set when combined with our expert Program and IT Service Management experience enables us to effectively prioritize and integrate product and service improvements into complex environments. We align critical capabilities with proven business strategies that deliver quality products and services on time. Value Innovation uses critical management techniques to find and implement solutions that maximize your results.

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