



You're going to change. Why not make change rewarding?

What we do

Build Effective Strategies



Markets move fast. Customer expectations evolve. Competition multiplies. Your status quo is insufficient. Starting with your current reality, we will work with your team to design a winning strategy that is owned by your team and can be implemented well. We aim directly at finding the answers that will fuel your business success.

Develop Profitable Customer Experience



Your customer experience is making or costing you money. Think about that. We focus on what you solve versus what you sell for target customers, map an ideal experience, and then hone critical moments benefiting your customers and you. We deliver tools everyone can use to improve decisions about brand, products, operations, investments, and more.

Ignite Innovation



Over time innovation can grind down to modest function or feature enhancements. It can be a way to inspire creativity across your organization in products, service concepts, go-to-market strategies, channels, technologies – wherever imagination leads. We help you create or evolve your innovation process and culture to achieve energizing results.

What makes us different

As former operating executives, we've been in your shoes. We know what it's like to drive change to deliver the outcomes you and your customers need. The results we've delivered in over 150 organizations reflect this perspective. We understand the magnitude and implications of the decisions you are making and the link between customer value and financial performance. Because of this you can expect a different approach from us.

Start from the ideal

Empower bold leaders

Create a positive conspiracy

Focus on outcomes

Leave you more capable

Our clients are bold leaders...

...determined to make a positive impact.

Who are they?

- Bold leaders are in organizations under positive or negative stress
- Bold leaders cannot, by their nature, sit and let a needed change go unaddressed
- Bold leaders take bold action and drive positive results for the organization

Bold leaders say or think:

"How can an improved customer experience drive growth and profitability?"

"Our change efforts must deliver stronger results."

"We need to bring new ideas to the marketplace."

"We need leadership alignment."

"Our current course is unsustainable. We need new answers."

"Our historic strengths have made us a target."

"We have many portfolio ideas; we are lacking the focus to select and act on the best ones."

Check out our Bold Leader Blog at www.aveus.com/blog

Our approach creates leadership alignment and builds change capabilities within your team as we go.

Breadth of experience

3M
Aflac
Ametek
Avaya
Blue Cross Blue Shield Louisiana
Blue Cross Blue Shield Massachusetts
Braun Intertec
Cisco Systems, Inc.
CNO
Comcast
Crowe Horwath
Deluxe
Equifax Canada
HealthPartners
Heraeus
Lawson Software
Liberty Diversified Industries
Lifetouch
Medecision
Motorola
National Business Group on Health
NCI
Piper Jaffray
Prime Therapeutics
Regions Hospital
Sparboe Farms
SuperValu
Thomson Reuters
Travel Leaders
United Health Group
Venture Solutions
Wells Fargo
Western Digital/HGST
Wolters Kluwer
Xcel Energy
YMCA of Greater Chicago
Over 150 Companies

Aveus by the numbers

9 Former operating executives.

18 Years in business.

9.8 Average client rating when asked: "Based on your experience and results, would you refer Aveus?"

150+ Clients served.

26 Average years of work experience of an Aveusian.

3 Books published.



Our clients rave about us...

"Aveus doesn't just deliver a plan. They **ensure the implementation is complete** and successful with the client team by realizing the ROI."

"Aveus has a rare ability. They can help a client determine and **assess the path forward in the midst of uncertainty.**"

"If you want an expert assessment, candid feedback about your opportunities and shortcomings, and **a roadmap for success that inspires staff and comforts the board of directors**, Aveus is for you."

"The results always elevate the ability of an organization."

"Don't hire them to just validate what you want to do—**they will challenge your thinking.**"



...because we've helped them deliver big results for their organizations.

Defined target customer experience, and then aligned leadership around a customer-centric culture and 12-month operating plan.
Increased profitability by 25% and reversed multi-year declining revenue.

Revitalized a mature business

in a shifting marketplace by mapping the customer journey, and then driving the implementation of changes that achieved **12% Top Line Growth and +15% EBITDA.**

Created member, patient, and buyer experiences for an integrated health plan and care organization that improved customer and organization performance.

Created an experience-driven, break-away strategy that **restored the organic growth and profitability** of the 3rd largest software company in the world in their technology category.

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