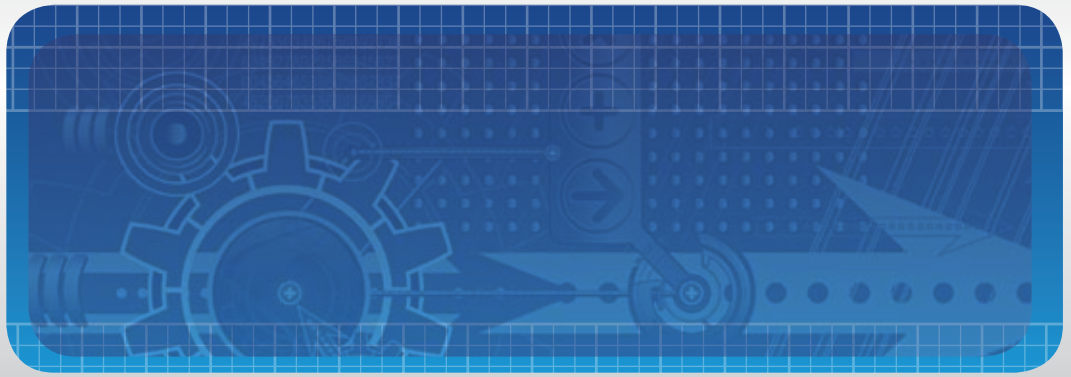




REVENUE ROCKETSM



Revenue RocketSM Consulting Group, LLC Presents: **STAYING AHEAD OF THE INNOVATION CYCLE.**

One of the immutable laws among IT service companies is that you're never more than 18–24 months from the jaws of a death spiral.

To avoid this calamity, we advise executives to obey the wisdom of the Innovation Cycle. It's that 4.5 year window made up of three distinct periods, each about 18 months long, which we know as growth, stagnation and inevitably, regrettably ...decline.

Keeping yourself in the growth stage is to always keep one eye on business model innovation. It's tough to do, as the demands of the business often compel executives to adopt a mode-of-management that moves from "working on" the business to "working in" the business. The former is a concentration on strategy—the big picture as it were; the latter is the gravitational pull toward the tactical—the nuts and bolts.

Revenue RocketSM can help you avoid the perils of stagnation and decline with our unique perspective and expertise in business process innovation for sales and marketing, operations, finance, administration and practice management.

As an IT services growth consultancy, we specialize in helping small-to-midsize IT service executives with a hearty appetite for driving revenue and profit. Our expertise consists of organic growth strategies such as geographic expansion, new service line development, managed services, sales optimization, as well as mergers and acquisitions.

Please visit us at www.revenuerocket.com, or call Revenue Rocket CEO Mike Harvath at 952.835.2333.

Let's talk.

