

Management Concepts

Situation Management Concepts is a provider of workplace training services, serving organizations at all levels of government as well as mid-size and large corporations around the country. While it is recognized as a leading source for individual and group training solutions in organizational functions such as acquisition and contracting, and project management, Management Concepts sought to solidify its branding presence with a more cohesive look and feel throughout its marketing materials. It brought The Design Channel on board to achieve this objective.

Solution Before proceeding with any creative explorations, The Design Channel conducted interviews with executive leadership at Management Concepts to fully understand high-level perceptions and outlooks, and how those could be reflected in the new branding look and feel. Existing marketing materials were also carefully reviewed to see what elements could be maintained and/or adapted to preserve continuity.

We developed an evolved brand presentation that reinforced Management Concepts' industry leadership while adding a progressive touch. Our approach was applied to a wide range of communications materials, including training catalog covers, brochure covers, proposal systems, white paper templates, PowerPoint templates, HTML email messaging, trade show materials, and more.

Result Our work was received enthusiastically by Management Concepts, and we were tapped to help develop materials for a new division specializing in executive coaching and leadership.

- o positioning statement and brand campaign theme
- o training catalog covers
- o training catalog back cover ads

Research Modes Used:

Interviews with key domain leadership

Audit of existing marketing material

Competitive brand benchmarking



- o brochure covers
- o proposal system
- o white papers

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Corporate Capability Statement

February 9, 2011

MANAGEMENT CONCEPTS

Management Concepts
6500 Leesburg Pike
Farmingdale, VA 22432

Mr. John Smith
123 456 7890
john@mc.com

www.ManagementConcepts.com

About Management Concepts

Management Concepts is a leading provider of professional business analysis, project performance, and business process management solutions. Our solutions are designed to help organizations improve their performance and reduce costs. We have a proven track record of success in a wide range of industries, including government, healthcare, and education. Our solutions are based on a solid foundation of industry best practices and are supported by a team of experienced professionals. We are committed to providing our clients with the highest quality of service and support. Our solutions are designed to be scalable and flexible, allowing us to meet the needs of organizations of all sizes. We are proud to be a part of our clients' success stories and look forward to continuing to provide them with the highest quality of service and support.

Financial Management

Our financial management solutions are designed to help organizations improve their financial performance and reduce costs. We provide a wide range of services, including budgeting, auditing, and financial reporting. Our solutions are based on a solid foundation of industry best practices and are supported by a team of experienced professionals. We are committed to providing our clients with the highest quality of service and support. Our solutions are designed to be scalable and flexible, allowing us to meet the needs of organizations of all sizes. We are proud to be a part of our clients' success stories and look forward to continuing to provide them with the highest quality of service and support.

WHITE PAPER

Using Critical Thinking to Improve Business Results

Kathleen B. Hall, PMP
Senior Practice Consultant
Management Concepts

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Project Performance Partnership

Clearly, there has been a steady improvement in project performance since 2006. According to the Statistic Group report, the metrics for the overall improvement include project budgets that average 10% of a project have been decreased more than 10% by 2011, better overall project results, and better overall results. In addition to the overall improvement, the Statistic Group continues to monitor project results, including project budgets, and monitoring trends in overall project results. The Statistic Group also provides real-time metrics, which allows clients to monitor the number of initial projects with budget overruns. However, we have continued to work actively to improve project performance, using particular attention to the metrics that are the most important to our clients. The Statistic Group provides a comprehensive report on the metrics that are the most important to our clients. The report includes a detailed analysis of the metrics that are the most important to our clients, and provides a comprehensive overview of the metrics that are the most important to our clients. The report also includes a detailed analysis of the metrics that are the most important to our clients, and provides a comprehensive overview of the metrics that are the most important to our clients.

Year	Budget	Results	Overall	Improvement
2006	100%	100%	100%	100%
2007	95%	95%	95%	95%
2008	90%	90%	90%	90%
2009	85%	85%	85%	85%
2010	80%	80%	80%	80%
2011	75%	75%	75%	75%

- Powerpoint Template
- HTML email
- Website

March 10, 2011

How to Run a Successful FAC-P/PM Program in Your Agency

From Compliance to Performance

Jerry Perone, Executive Director
Program and Project Management

Jimmie West, Program Manager
FAC-P/PM



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Business Analysis

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Management Concepts Corporate Overview

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Association of Government Accountants (AGA)

AGA and Management Concepts have formed an educational partnership to bring you the Certified Government Financial Manager (CGFM) Training Series. The series was designed to meet the practical and professional development needs of financial managers at every level of government and to instill the confidence needed to sit for the CGFM examination.

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One Week Left to Register

You Have to Learn the Law, Before You Can Obey the Law

Dear John,

Whether you're a financial manager, budget analyst, accountant, auditor, or contracting officer — if you deal with appropriated funds, then it is essential that you understand how to use them properly in order to comply with appropriations law. By enrolling in Management Concepts' *Appropriations Law Seminar*, you will learn to obligate, manage, and spend federal funds correctly.

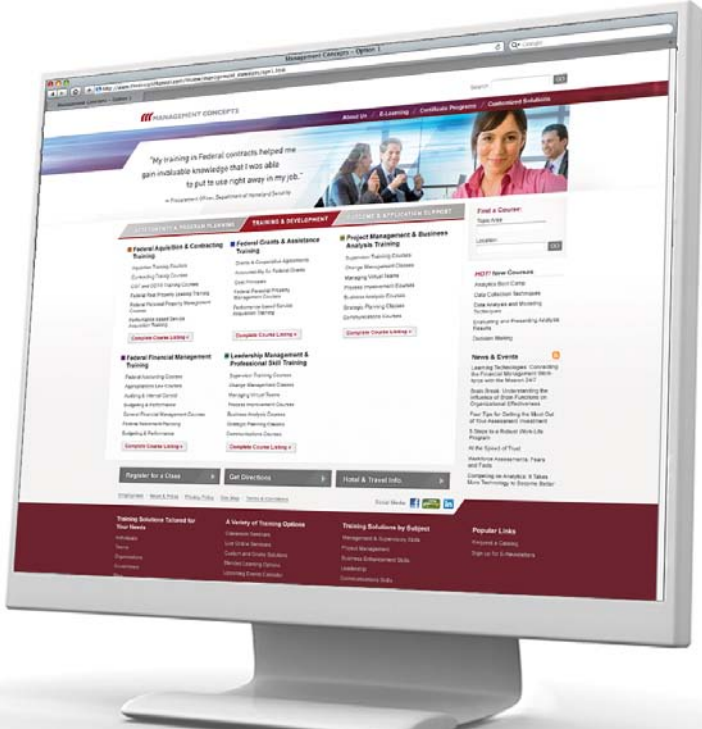
NEW!

More specifically, this 4-day course will help you:

- Determine the legal availability of appropriations as to purpose, time, and amount
- Promote the legal obligation of funds

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8210 Leaning Pine, Vienna, VA 22182 | 703.798.8800
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"My training in Federal contracts helped me gain invaluable knowledge that I was able to put to use right away in my job."
— Frederick J. Ryan, Department of Homeland Security

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