

point**b**.



# Life on the Front Lines

28 October 2005

# About Point B

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- The first professional services firm focused on project leadership and execution.
- Founded in 1995, the firm provides a diverse and experienced team of locally-based project leaders to companies in Seattle, Denver, Portland, Phoenix and the San Francisco Bay Area.
- Organizations ranging in size from startups to Fortune 100 corporations turn to Point B for its ability to step into any segment or role of a mission-critical project and help lead it to success.
- Point B has attracted top project leaders from various industries by offering a culture that promotes flexible work schedules and well-rounded lifestyles for its more than 230 employees.

# The People of Point B

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- Seasoned business professionals who put our clients first
  - High-caliber, entrepreneurial leaders with track records of getting results
- Versatile
  - Quick learners who can be effective in any industry
  - Bridge the communication gap between business and technology folks
- People oriented
  - A firm of peers
  - Intelligent, interesting people who are fun to work with
- Committed to our firm
  - Recognized as a great place to work
    - Washington State “Best Companies”
    - Oregon “Best Companies”
    - Denver “Best Companies”

## Point B: Unique Characteristics

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- Driving your own career
- Context-based leadership
- Open communication and feedback
- Making choices about career and life

# Drive Your Own Career

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- Laura Yurdin, Director of Brand
- Responded to needs of the firm
  - Building on Laura's related background as a Product Manager, she responded to a request to help build the firm's brand
- Began following her passion and it snowballed
  - Started supporting launch of branding efforts
  - Passionate focus led to expanded contribution
  - Eventually became Director of Brand
- Additional highlights
  - Valued the balance of doing client work while utilizing her creative side
  - Was able to follow her instincts and passions rather than a charted career path

# Drive Your Own Career

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- Rick Warter, Market Leader, Denver
- Identified his goals and how they aligned with firm needs
  - Wanted to be in Denver and to continue working for Point B
  - Approached firm leaders about opening a new market
- Met the challenge with enthusiasm and willingness to learn
  - Acquired additional skills in managing all aspects of the business
  - Received support and counsel from firm leaders who helped strengthen the overall plan
  - Experimented with and defined a new role within the firm, pioneering a new market



## Point B: Unique Characteristics

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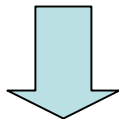
- Driving your own career
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# Take Opportunities to Lead: Context-Based Leadership

- Firm of talented leaders who lead and follow depending on the context
- Enables broad range of leadership opportunities



Seattle Recruiting Leader

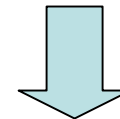


Recruiting Team Member

- In the context of Recruiting, Elise is leading efforts and Kristen follows her lead



Client Account Manager



Client Consultant

- In the context of Client Service, Kristen leads while Elise follows

## Point B: Unique Characteristics

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# Engage in Open Communication and Feedback

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- Associates support the firm and one another by providing input and feedback
- Examples:
  - Watering Holes
    - Monthly round table discussions about topics critical to the firm's success
    - Recent topic was the results of Associate survey
  - One-on-one feedback
    - Flows in all directions
    - In real time as opposed to during formal annual review
    - Requires all to be willing to accept feedback on-the-spot



## Point B: Unique Characteristics

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# Make Choices about Your Career – and Your Life

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- Nancy Miller, Senior Associate
- Values ability to make choices about work-life balance
  - Able to focus on the work she wants to do
    - Currently, right-hand person to the CEO of a large health insurer
  - Taking into account firm and client needs and her personal priorities, Nancy is able to shape her time
  - Just knowing she can make choices makes a difference
- Made choices to pursue her personal passions
  - Took 6 weeks off to summit Ama Dablam in the Himalayas
  - Adopted a new baby with about 90 minutes notice and was able to adjust her schedule as needed



# Make Choices about Your Career – and Your Life

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- Elaine Mowery, Senior Associate
- Values the ability to do the two things she's most passionate about in life
  - Work on world-class projects that have a realized benefit and impact
    - Recently finished leading major strategic project for Starbucks enabling them to open a new revenue channel
  - Take extensive time off to travel.
- Carved out time to pursue passion for travel
  - Took 6 months off and traveled through South Asia and SE Asia (India, Nepal, Laos, Vietnam and Cambodia)
  - Continues to take a couple of months each year to go on smaller trips to feed her travel bug and curiosity about the world



# Point B: Unique Characteristics

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- **Driving your own career**
  - Dynamic leaders who follow their passions bring fresh perspectives and innovative approaches to emerging and perpetual roles
- **Context-based leadership**
  - Associates respect each other as peers and leaders and have opportunities to lead in a variety of contexts
- **Open communication and feedback**
  - Client expectations are consistently exceeded due to real-time feedback driving continuous improvements in service delivery
  - Associates are respected and valued for who they are – there is no ladder to climb in order to be heard
- **Making choices about career and life**
  - Engaged Associates do dynamic project work in their local business community and live rich and diverse lives

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Point B Solutions Group  
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Questions/Comments:

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