



Accelerating Projects, Products and Companies

ce·ler·i·ty \sə-'ler-ət-ē

"Quickness in movement or action; speed in accomplishing work; promptness in response."

www.celerityconsulting.com

**NEXT YEAR,
NEXT MONTH,
NEXT WEEK
...YESTERDAY?**

There is no time to guess if your company is on track...

The pace of change in technology, competition and globalization has altered your perception of time and cost.

Your deadlines are getting tighter and tighter. You already know you need to do more with less. Your management team needs to hit its quarterly objectives. Every quarter. This new time pressure renders many traditional business and project management practices obsolete. Your projects must succeed the first time – you cannot afford a “do over”.

To compete in this environment, you need to do more than adopt new project and management techniques. You need to *reinvent* the way your teams think about your business and your projects.

That's what we do.

At Celerity Consulting, we focus on execution. Our goal is to change old habits, shift the culture of your organization, lower costs and allow teams to make solid commitments and deliver on them. This focus on transparency, accountability and commitment, as well as the early detection of risk, is the foundation of our work.

We work with teams throughout the organization, including product development, sales and executive management. These groups often span cultures and geographies. For organizations that are in the process of realigning their workforce or experiencing their markets shift, we have valuable experience in creating focused and effective teams, with energized morale and a clear sense of mission.

What is the Cost of Being Late?

When your project plan is compressed to meet today's business demands, it is crucial to remain on schedule. A surprise here, delay a decision there... and suddenly you're off track. Lost time equals lost money: profits, market share, company valuation.

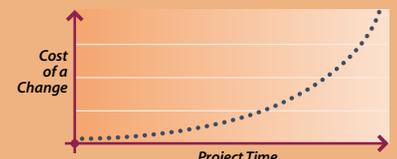
Recognizing the cost of these delays, we coach teams to reconstruct their projects. They begin to identify and mitigate risk up front and start racing, with commitment and urgency, towards specific and measurable goals.

“Celerity has done a great job in three companies where I hired them to improve our engineering process. They delivered concrete results and made a big difference in the long-term, on-going process of engineering.”

Mike Hodges
Partner, ATA Ventures

Risk Up Front™

Create teams that are continuously identifying and mitigating risk in all their conversations.



**The Curve that is
the Life of Your Project**

**Transparency,
Accountability,
Commitment**

Engineer your culture so your teams reliably create clear goals and deliver on them.

How we work...

We are focused on causing lasting changes in the behavior and culture of our client companies. We are not interested in “dropping off” a process or strategy and expecting that will be enough.

We believe that the best way to cause change in an organization is to work with a pilot project team as they implement the tools and practices. Our approach allows teams to address core issues that were impeding results and had previously seemed intractable.

It's not what you *know*, but what you *do* that makes a project and a company successful. Our work causes breakthroughs in how individuals and organizations actually operate.



CELERITY CLIENTS

How can we help? Some examples...

NeoPhotonics **Tim Jenks**, President & CEO:

“Together with my management team, we stand for our conviction that Celerity Consulting has been instrumental in moving NeoPhotonics from a research company to a product development and manufacturing enterprise. As a result of the tools that Celerity has introduced, we have seen a marked increase in both productivity and general morale as project teams measure their accomplishments and reduce their risk.”

Lam Research **Richard Gottscho**, Global VP and GM Semiconductor Etch:

“Celerity analyzes situations rapidly and precisely, and from that analysis, generates action plans that lead rapidly to results.”

Lavastorm Technologies, Inc. **Rich Boccuzzi**, CTO:

“At a point where we were downsizing by more than 60%, Celerity gave us the tools and coaching we needed to successfully reinvent ourselves, with a new strategic focus executed by an energized team. The results speak for themselves.”

SunGard Technology Services — Pune, India **Satvik Sharma**, Director:

“Celerity has played a key role in improving our project execution and success ratio drastically. The Celerity way of running projects is an innovative, path-breaking, no-nonsense approach tailored for organizational success without introducing unnecessary documentation and processes. Our consultant is a skillful mentor and tough coach. The two-day Celerity workshop that I attended was clearly the best training session I have ever been to.”

Alcatel-Lucent **David Pierpaoli**, Program Manager:

“With the help of the Celerity Team and their tools, we were able to create a focused, accountable team that executed brilliantly. For the first time, we had a team, from Product Management and Sales to Development to Deployment, all in the same room at the same time. By identifying risks early on, we were able to mitigate them quickly, thus avoiding the usual crisis mode. The customer was so satisfied that he actually said ‘Thank You.’”

Public Service Company of New Mexico **John Loyak**, CFO:

“The Celerity process has revolutionized how we tackle IT projects and has turned an organizational weakness into a core competency. Celerity gave us a way to communicate project risks, commitments and roles with a clarity and speed that was missing in our past IT projects. This process breakthrough has allowed PNM [Power Utility, New Mexico] to identify and mitigate project roadblocks much earlier in the game, creating a velocity engine for our IT projects.”

ENGAGEMENTS INCLUDE:

- **Increasing the pace and quality of cross-functional product development at a semiconductor equipment manufacturer.**
- **Coaching management teams to deliver on aggressive quarterly goals in an investment bank.**
- **Establishing core competencies in strategic planning and project management in an ASP software company.**

“Celerity adds tremendous value to their Oak portfolio clients.”

Ed Glassmeyer
General Partner
Oak Investment Partners



The logo for Celerity Consulting features a stylized winged icon to the left of the company name. The word "Celerity" is in a bold, blue, sans-serif font, and "Consulting" is in a lighter blue, sans-serif font.

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