



PDS Group Launches Web Based version of the highly successful tool AEx™

FOR IMMEDIATE RELEASE

Nick Anderson, Senior Partner, PDS Group Ltd will lead the Ribbon Cutting Ceremony to celebrate the web based launch of **AEx™ - Aligning Expectations** on Tuesday August 4th, in Grand Rapids, MI and on the web. This important milestone is the product of 8 years work focused on how to get people on the same page when it comes to improving profitability, getting projects completed on-time, changing the competitive focus to survive market trends, etc.

PDS Group professionals specialize in strategic alignment to ensure the goals of any productivity improvement are realized. How? By making change objective and personal using a methodology **AEx™ - Aligning Expectations**. **AEx(tm)** has helped clients add millions in sales, bring construction projects in-on-time and to budget, and successfully transition family-owned businesses. This process can be used from small leadership teams up to organization-wide alignment projects.

The AEx™ process helps people develop measurable ways of working more effectively. AEx™ focuses people on assessing their expectations of others with those others have of them. This focus helps people be more aligned and focused. Alex's™ analytical tools help drive performance discussions between groups and individuals on their expectations and assumptions that result in:

- Specifying clearer performance criteria against which individuals/groups will be measured
- Removing expectations that are non-value added and not strategically aligned
- Identifying significant issues to address
- Creating an accountability framework

AEx™ is a key driver of change which accelerates alignment and tracks the development of working relationships. Such tracking includes:

- Distractions that impact work loads
- Misaligned expectations which reduce flexibility, risk rework and cost overruns
- Factors that reduce competitiveness
- Misalignment with organizational principles and strategies
- Productivity issues between managers and their staff

The final outcomes help individuals understand:

- What is expected of them and what they can expect from others
- How well they are strategically aligned
- How their performance is measured and compensated
- What they can stop doing and what they need to focus on
- How they are going to be supported and coached

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