



LEAD LIKE NEVER BEFORE.™

OUR VALUES & GUIDING PRINCIPLES

COMMITTED TO YOUR SUCCESS

It may be obvious. But it's true, "Your success is our success."

Organizations have recognized the power of ACTIVLeadership, The Afterburner Group, and our people. For over 30 years we have delivered market success, created market leadership, and directly contributed to top line revenue growth for companies just like yours.

The Afterburner Group is committed to exceeding your expectations and significantly contributing to your success.

VALUE BEYOND THE ENGAGEMENT

We enable business value growth. Through experience, models, methods, processes, practices, and people, the value of ACTIVLeadership extends into every area of an organization or company for immediate results and impact well into the future.

The Afterburner Group and ACTIVLeadership are about institutionalizing market leadership behavior, activities, thought, and results - that return dividends well beyond the project scope and timeframe.

SUPPORTING LOCAL AND GLOBAL

We serve businesses around the world and have the resources, experience, and tools available to expand into new markets or achieve market leadership across borders, languages, or cultures.

We've had direct business line, product, marketing, sales, and support experience across the world, in over 70 countries. We've launched products, created brand/voice, opened new markets, integrated marketing strategies and activities, and established worldwide leadership presence.

We know what it takes and how to be a local or global market leader. We know what is needed to grow your business value and local impact around the world.

FLEXIBLE TO MEET UNIQUE NEEDS

Understanding an organizations short- and long-term goals allows us to customize a solution from a fully integrated global

market leadership engagement to a simple market messaging/ positioning exercise, or launch plan.

Our solutions integrate into your existing goals, customers, activities, and people at each aspect of the project. Our customers successfully achieve their desired product, market, sales, and customer leadership goals.

We give you the ability to become a leader in the timeframe you require. You choose the right-sized engagement, you choose the timing. We work together to deliver the needed results to establish your leadership position, revenue and profitability, and business value growth.

LEADERSHIP EVERYWHERE

We have established ourself as leaders in numerous skills. We've led with full P&L responsibility for businesses or business units, to revenue responsibility for hundreds of millions of dollars, the launching hundreds of products, the creation of entirely new market segments, successfully bringing enterprises through mergers, to delivering consistent, action-oriented results. Our team brings repeatable, predictable business value growth success.

ABLE TO GROW WITH YOU

Our services are designed to meet your needs today and grow with your organization tomorrow. Our people, expertise, tools, models, methods, and processes are scalable to meet the needs of the multi-billion dollar global organization, a specific product or group, or the new, startup company.

ONE SOURCE, COMPLETE SOLUTION

ACTIVLeadership brings real-time expertise, methods, processes, and tools that let you implement market leadership behaviors, actions, and results across a product, organization, or an entire company. You get the right solution, at the right time, for the right results.

The Afterburner Group and ACTIVLeadership solves the problem of market leadership and creates new business value growth opportunity.

AFTERBURNERGROUP.COM
+1 970 236-6331 | HOUSTON, TX USA



CREATING EASY, NATURAL
CROSS- AND UP-SELL VALUE



PROVEN, BEST IN CLASS PRODUCT
MANAGEMENT & MARKETING