

Nightmare or pleasant dream? Choose wisely!

On one side of a deep canyon are great opportunities for lasting positive change.



On the other side are far reaching painful negative consequences.

The canyon between is vast and from the canyon floor one cannot see what the two sides offer. How will you be sure you end up on the right side of the canyon?

A relocation of corporate operations from one address to another is far more than a move of people, computers, and boxes. It is the rare opportunity you will have:

- ✓ to improve the culture of your company
- ✓ raise morale and productivity to new levels
- ✓ lay a solid foundation for future growth

But more importantly, the poorly managed relocation will continue to cost the company far beyond the initial lost productivity on the First Day of Business. For a company of 300 people, every lost hour costs at least \$17,400.

Costs will continue to accrue while errors are corrected, adjustments made, systems restored, customer and client impacts mitigated, and attitudes and morale repaired if possible. Like the ever expanding ripple of a stone dropped into a quiet pond, the impact of a less than perfect move will continue to impact a company's business until the boundary of that firm's influence in the marketplace has been reached and the ripple energy spent.

With the stakes so high, and the gulf between a smooth transition and a traumatic move so vast, why would you not seek an independent third party as a trusted advisor to shepherd your project from inception to completion?

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