



For Immediate Release

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**CompanySmith Announces
New Cutting Edge Process to Improve Project Team Performance**

Uxbridge, MA (June 29, 2004) CompanySmith, Inc. of Massachusetts recently developed and launched Team/Project *Acculitics_{sm}*, a data driven and tactical process for improving the performance and predictability of project teams. Team Project *Acculitics* was developed as a cost effective and time efficient alternative to traditional team building, which takes team members off-task for hours or days at a time and typically fails to improve the effectiveness of the team in the context of their specific project. Because Team/Project *Acculitics* relies on data rather than subjective opinion, it provides an unprecedented level of objectivity. Every conclusion, result, and recommendation can be tracked back to the project team and their survey responses or project plan. Team/Project *Acculitics* can be half the total cost and use a third of the project-team time of traditional consultant-led teambuilding – a little less than an hour of each team member’s time is required to gather data for the analysis. Specific recommendations about both the construction of the plan and the working relationships of members can be delivered in as little as a week.

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“Teams that are experiencing issues are often challenged to meet their schedules and commitments, leading project managers and team members to feel that they don’t have time for team building,” states Dennis Smith, president and CEO of CompanySmith, Inc. “Team/Project *Acculitics* is unique in the industry in its objectivity, its ability to pinpoint opportunities and issues within the context of a specific plan, the minimal off-task project time required, and the speed with which recommendations can be delivered.”

Team leaders are often challenged with how best to determine when teamwork is at peak performance or when a team is underperforming due to teamwork deficiencies. Although the requirements for teamwork are derived from the project plan or process description, a project leader rarely observes the minute by minute interworkings of the team. As a result, teamwork performance has traditionally been addressed through consultants’ interviews with team members and guesswork on the part of the project leader. Because Team/Project *Acculitics* measures the actual working interactions between team members through Social Network Analysis (SNA), its results are not tied to personalities or discussions with facilitators.

One of the first companies to contract with CompanySmith was National Grid USA whose core business is the delivery of electricity and natural gas. "National Grid engaged CompanySmith to work with a project team to enhance execution on a key IT project," states Marc Mahoney, vice president, Transmission Network Asset Management for

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National Grid. “In our case, it pinpointed several opportunities to improve the construction of our project plan and the working relationships between team members.

As a result, we plan to contract with CompanySmith for a new TPA project.”

Team/Project *Acculitics* is best suited for projects that have written plans and a team that has already started the project. It can be applied to teams with multiple concurrent projects, as well as to most technical and non-technical projects and teams – whether they are co-located or distributed. Team/Project *Acculitics* can also be used for projects with no apparent problems as a means of insuring success or pinpointing areas that may be the cause of problems in the future.

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