

Leader's Assistant™

Facilitates Effective Accountability, Transparency and Success of Activities and Projects

LeadersAssistant.com enables employees and professionals to become more successful leaders.

Overview

Leader's Assistant is web-based software that facilitates and ensures the success of people in leadership roles. Surveys have consistently found that unsuccessful business activities and projects fail in large part due to poor planning and communication and a lack of defined responsibilities and accountability, frequently resulting from ineffective project leadership.

Created by ByNet Software, Inc., a provider of leading edge project leadership software and services, LeadersAssistant.com helps activity and project leaders more effectively manage tasks, schedules, meetings/events and action items. The website also demands accountability from team members while making their efforts transparent to stakeholders.

The Challenge

Major surveys found that more than half of technology projects fail to achieve expected results, and other business projects face a possibility of similar failure rates. When analyzed, these survey results have shown that the reasons for failure of a business activity or project can be categorized into seven fundamental causes:

1. **Ineffective Leadership:** the "leader" of a business activity or project is unskilled or inexperienced in the basic functions of planning, monitoring, controlling, communicating and managing resources. In addition, s/he may have a lack of subject matter, business or technology knowledge.
2. **Poor planning:** lack of a detailed "road map" for the project describing all the tasks that need to be performed within an expected timetable.
3. **Uncommitted or unskilled resources:** including not only human resources lacking the required skills, availability or commitment, but also uncommitted equipment and facilities.
4. **Lack of clearly defined responsibilities with little accountability:** team members do not clearly understand their roles and duties; they are unaware of exactly what is expected from them.
5. **Poor communication and lack of transparency:** the goal and scope of the project are not adequately communicated to key stakeholders. As a result, (1) expectations are not properly set; (2) information is not effectively disseminated/shared between team members as part of day-to-day work; (3) action items are not adequately communicated, and; (4) the status of tasks, issues, action items and deliverables are not easily visible to management, the team and the customer.
6. **Lack of monitoring and controlling scope, schedule and cost:** throughout the life of the project, changes to the scope of work are not properly identified and their impact is not determined. As risks, issues and problems grow, these are not properly documented, acted-on and resolved, throwing the project off-track.
7. **No executive sponsorship:** no one from senior management provides support and guidance, makes and enforces difficult decisions and removes major hurdles so the project team can keep on target toward successful completion.

The Solution

Organizations need to implement and provide their managers and workers with the tools and techniques that will be highly effective and provide a platform for success. Designed for use in a business climate that has grown increasingly bottom-line conscious, LeadersAssistant.com greatly improves the probability of financial and operational success of most business activities and projects. “We have taken years of collective project management experience and implemented the essential tools needed for successful leadership of a vast array of activities and projects,” said Scott Shulga, founder and CEO of ByNet Software. “Projects are frequently complex, with many details and potential detours. Leader’s Assistant provides the leader of an activity or project with an effective way to prioritize and focus on those key aspects of the project that are most important to achieve project goals, with nothing left for chance. Simply put, Leader’s Assistant facilitates superior project leadership without requiring many years of project management training and experience”.

Key Leader's Assistant features that help improve the success rate of business activities and projects:

- Uses a web browser. Quick and easy to learn. Does not require technical skills or downloaded software.
- Provides a dynamic To Do List “dashboard” informing a subscriber of his/her action items for today and tomorrow. Reminds team members of what's due from them and when.
- Tracks the status of activities and projects, including tasks, issues, action items, meetings/events and resource assignments.
- Builds a “community of resources,” allowing team members to easily share information, including activity or project schedules, documents, files and informative web-links.
- Provides the visibility for management and customers to easily see the status of activities, tasks, action items and issue resolution at any time. No need to track down team members to determine status.
- Maintains both an individual and team calendar for each project/activity, providing a view of the schedule.
- Automatically e-mails important information to team members, such as assignment notifications. Meeting/event alerts may be sent as a text message to a cell phone or PDA.
- Leverages the knowledge of other subscribers through the use of QuickStart activity templates.
- Downloads calendar and contacts automatically to desktop tools, such as Microsoft Outlook. Exports activities to Microsoft Excel.
- Provides a “Mini-Browser” interface for mobile devices using the Microsoft Windows Mobile operating system.

Examples of Use

There are many ways LeadersAssistant.com can make business activities and projects more successful, while decreasing costs and increasing revenue. The following are four specific examples:

Agreements & Contracts – A major league baseball franchise uses Leader’s Assistant to manage hundreds of agreements with sponsors and business partners. Fulfillment of each element of the agreement can be easily managed and monitored. As each advertisement or promotion is completed, pictures and video clips are uploaded to the website proving fulfillment of that part of the agreement. This results in the elimination of thousands of dollars of cost to create a “Wrap-up Book” at year-end. Plus, a web portal provides visibility of day-to-day progress to sponsors, allowing the sponsor to see advertising successes and helping the franchise generate added revenue.

Issue & Action Item Tracking – A software development company uses Leader's Assistant to enter, track and resolve software defects during testing and improve quality. Software defects are entered as Issues, then categorized and prioritized. Software developers, working half-way around the world, review these defects and make software revisions. Action items from web conference calls are also tracked until completion. As a result, software development costs have been reduced by over 30% and quality and customer satisfaction ratings have greatly improved.

Training of New Staff – A sales organization was faced with training ten new sales staff in a short timeframe. They used Leader's Assistant to create a standard training "activity template" containing over a dozen steps that each new sales staff must follow. They also included product information and selling procedures in the activity template. The corporate sales manager created a new training activity for each new sales person in Leader's Assistant, leveraging the activity template as a starting point. Their training development was easily monitored and adjusted, as needed, by the sales manager. As a result, new sales staff became effective sooner and the average sales contribution per first year sales person increased by 17%.

Business Planning – A medium sized corporation had a history of problems and delays creating an annual business plan. This plan included corporate and sales goals, marketing plans, product roadmaps and department budgets. Using Leader's Assistant, the Corporate Counsel and CFO of the company created activities assigning planning tasks and due dates to department managers and directors. These activities, tasks and associated deliverables were monitored daily as the plan and budgets were being developed. Once the individual deliverables were created, the overall corporate plan was easily integrated. The result was more accountability in the planning process and the first on-time delivery of the plan to the CEO for review.

Examples of other effective ways to use LeadersAssistant.com include planning, monitoring and implementing:

- New business initiatives;
- Marketing campaigns;
- Internal business processes (e.g. financial closing process, employee review process); and
- Corporate events.

About the Company

ByNet Software, Inc. is the creator of *Leader's Assistant*™, innovative web software that enables subscribers to become more successful leaders through more effective planning, team communication, information sharing and day-to-day task, issue and event management. The mission of ByNet Software is to provide quality, web-based software solutions and support services to organizations and professionals that rely on the successful execution of projects.

Contact Information

Web: www.LeadersAssistant.com
Sales: LSales@LeadersAssistant.com
Support: LASupport@LeadersAssistant.com
Phone: 949.632.8906