

Subject: News from Accent Global



In This Issue

[Accent Global's New Social Media Site](#)

[Project Recovery Assessments](#)

["Deadliest Catch"](#)

Quote of the Month

"The definition of insanity is doing the same thing over and over again and expecting different results".

- Albert Einstein

Accent Global and the Social Media

Accent Global is rolling out a new Social Media campaign. We have searched for ways to spread the word about various issues within the business and IT communities. Now through social media, we plan to establish a platform for communicating our



Dear Friends of Accent Global,

You are receiving this newsletter as the result of contact with one or more Accent Global Consultants. Although our newsletter has been on a recent hiatus, we come back now offering new topics for discussion and services. We are very excited about our new line of assessment and study packages which we will detail over the next several newsletter issues. These assessment and study packages are designed to address various problems or projects for organizations, providing a great tool to improve success rates.

We are equally excited about our new campaign to establish a social media presence. We are finding these social networks the ideal forum to discuss our services, our philosophy, and to solicit your feedback and new ideas. We will be launching our site during the next few months. Subsequent newsletters will officially roll out these sites and help you get connected so you can join the network.

As always, we welcome your suggestions for this newsletter and we offer you the opportunity to opt out if you wish.

Dennis Lasley
Director, Business Development
Accent Global System Architects LLC

philosophy and to discuss the issues with friends, colleagues, and clients.

Although still a relatively new venue, we plan to leverage this new way of networking and communicating and we welcome your comments and suggestions as we develop this concept and new network.

For now, we invite you to become familiar with Facebook, Twitter, Ning and LinkedIn.

See you soon on the social media network!

Accent Global Campaign Sites

Coming Soon to:

facebook

View my profile on **LinkedIn**

twitter

Ning

We want this newsletter to be meaningful to you, so I welcome your comments and

Project Recovery Assessments

by Dennis Lasley Director, Business Development

Project failure continues to be a problem across the IT industry. Year after year we see reports that define the seriousness of the problem. Failure has almost become an expectation for an IT project. And, the numbers are not getting better. With most IT budgets tightening during the economic downturn, it is time to address this problem head on. Most organizations can no longer accept cost overruns or less than expected results.

Having identified the project failure trend years ago, Accent Global developed processes and tools to specifically address the problem. Our newsletters and white papers have consistently emphasized the need to improve communications and better integrate business and IT, the two areas at the root of most project problems.

Accent Global is now rolling out a new program designed to address specific project failure problems. Our "Project Recovery Assessment" is designed to quickly get to the root cause of your project problems and to provide a blueprint to navigate towards a successful outcome. We not only identify the problems, but recommend how to fix them, while maintaining a fair, unbiased business focus.

The "Project Recovery Assessment" works to get your projects back on track. Accent Global has been doing them for years in all types of organizations for all types of projects. Contact us to find out about special discount offerings for a limited time.

Other articles discussing project failure:

[IT Projects Fail Most Often Due to Organizational Issues](#)

[Standish Group Report shows more projects failing](#)

recommendations on how we can improve.

Sincerely,
Dennis Lasley

dlasley@accentglobal-llc.com

Director,
Business Development
Accent Global System
Architects, LLC



Accent Global Company Picnic



Host: Accent Global System Architects, LLC

Time: 12:00pm (Noon)

When: Saturday, May 30th

Theme: The "Deadliest Catch"

Menu: Shrimp, Maryland Blue Crabs, Corn, Hot Dogs

Annual Company sponsored picnic for Accent Global employees, families and partners.

 [Sign up for our Newsletter](#) [] [GO]

Privacy by  **SafeSubscribe**SM
For Email Marketing you can trust

[Forward email](#)

SafeUnsubscribe[®]

This email was sent to dlasley@accentglobal-llc.com by dlasley@accentglobal-llc.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)[™] | [Privacy Policy](#).

Accent Global | 11141 Georgia Ave Suite 313 | Silver Spring | MD | 20902

Email Marketing by

