

DRG Consulting Success Criteria



PEOPLE AND CULTURE

We have no tangible product; our people are our difference. In our experience, every great professional services business has a definite vibe, a certain energy to it. It's hard to put your finger on it, but you absolutely know when you feel it. For us to win, we have to have the best people. For us to win the intense battle for talent, we have to have an amazing culture of high energy, fun people working together to make a real difference. This is why we believe culture is the starting point of our business.



INNOVATION AND INTELLECTUAL CAPITAL

For years, Western markets have been replete with consultancies and that promise the smartest professionals with a generic consulting toolkit. We watch as many of these firms deploy inexperienced staff who learn at clients' expense, regurgitating boiler plate answers, while charging exorbitant fees. At DRG, we reject this model. We expect ourselves to show up with our client from the start as credibly expert, if not about the innards of our client, then at least about the market and clinical environs in which they compete. We believe in the intersection of experts in particular crafts, backed by robust deep content.



DELIVERY EXCELLENCE

In this business, good work begets good work. This is to say, that we focus with laser precision on the quality and timeliness of our project deliverables, such that we create satisfied clients and improve client performance—which in turn, generates more and better project opportunities for us. In a product business, the celebration begins with the sale. For us, the sale is the beginning—and we celebrate when we've done the work and produced an exceptional work product for our client.



BUSINESS DEVELOPMENT

Business Development is one of those critical activities that nearly everyone should feel and be a part of. In more junior roles, this might entail helping to write a proposal or developing a piece of firmware to demonstrate our capabilities. At more senior levels, it becomes increasingly important that our team possess exceptional interpersonal and communication skills and have a strong understanding of our customers' challenges—through their lens. As well, we look to our senior team members to be our deepest content experts—the authors of our intellectual capital, the advisors to our clients, and the teachers of our staff.



PRACTICE BUILDING

One of our favorite expressions is that, just like at home, “we all do windows.” The fact is that there are a number of enabling activities that make the core of what we do (selling and delivering excellent client work) function effectively and efficiently. In general these include things like:

- Recruiting
- Content Management
- IC Platform Support
- Social Committees
- Resource Allocation
- Pursuit Coordination
- Philanthropy
- BD Coordination
- Lunch 'n Learns



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