



## ABOUT

VantagePoint Strategy Group is a management consulting firm providing strategic, management, operations, turnaround and restructuring advisory services to decision-makers who have a stake in the business and/or process of construction. Clients include corporations, public agencies, institutions, lenders, investors and construction companies who are engaged in building or investing in residential, commercial, infrastructure, industrial and institutional capital projects.

## SEIZE THE DAY

As a construction decision-maker, you are fully aware that construction is highly challenging and fraught with risks and vulnerabilities. Economic, market and even political forces can negatively impact the construction landscape and outlook overnight, leaving many construction participants in the dust.

The flip side to this story is that the construction industry is, indeed, cyclical, and what goes down must eventually come back up as global needs for new and better infrastructure, energy, health care, schools, housing and other facilities accelerate.

As an executive directing a capital expansion program for a university, hospital, corporation, cultural institution or public agency, as a construction business owner managing a portfolio of projects, or as a lender managing a loan portfolio, there is no better time than now to reposition and strengthen your construction operation to:

- Tackle today's market challenges successfully
- Move forward with a strategy and organization that can adapt to change within a workable framework
- Build an operation that is capable of managing risk effectively to achieve enduring success and profitability

## VANTAGEPOINT IS PREPARED TO PROVIDE EXPERTISE AND SUPPORT.

Our services are customized to help you:

- Review and re-align overall goals and strategy
- Regain/achieve competitive differentiation and advantage
- Develop and retain new clients
- Improve the effectiveness of the organization
- Turn around deteriorating financial performance
- Improve the efficiency, effectiveness and performance of construction operations
- Reverse poor project performance; restructure troubled projects
- Enhance enterprise capacity by leveraging capabilities -- via strategic alliances, joint ventures, supplier diversity programs, training and interim/contract staffin

## SERVICES

Our Strategic and Management Advisory, Construction Operations Advisory and Capacity Enhancement services are designed to help our clients tackle the following questions:

- Do we need to re-think our business goals and strategy and reposition ourselves in the market? What changes should we make to improve organizational effectiveness? How do we turn around poor financial performance?

- How can we improve the effectiveness and efficiency of our construction operations? How do we minimize risk and maximize project portfolio results? What is the optimum strategy and implementation plan to turn around that difficult project?
- What can we do to improve our internal capabilities with limited resources?

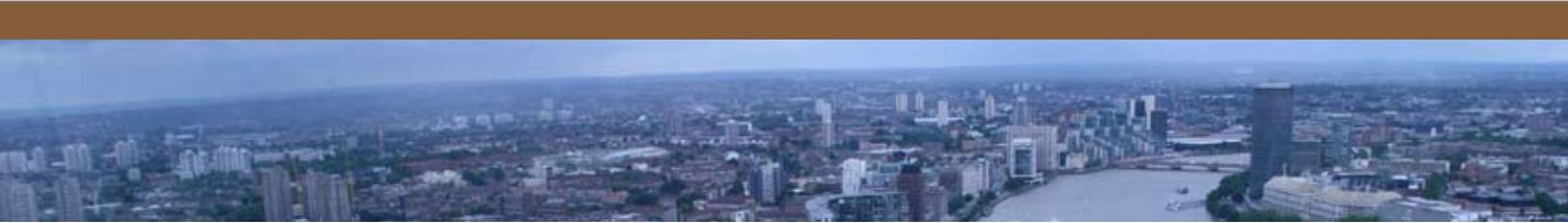
Our services are carefully tailored to meet our client's particular needs and can range from on-call advisory support and diagnostic assessments to full-blown implementation planning and support.

## **STRATEGIC AND MANAGEMENT ADVISORY**

- **Strategy**
  - Business/organizational diagnostic assessment
  - Business/organizational goals and strategy review/re-alignment/re-positioning
  - Competitive differentiation
  - Business/organizational strategy formulation and implementation
- **Marketing**
  - Market research, analysis and positioning
  - Branding, business development and sales strategy
  - Client development and retention strategies
- **Organization**
  - Organizational assessment and development
  - Leadership, communication and teambuilding
  - Change management
- **Performance Management**
  - Financial diagnostic assessment
  - Revenue enhancement
  - Business process/productivity improvements
- **Repositioning, Turnarounds and Restructuring**
- **Executive Coaching**

## **CONSTRUCTION OPERATIONS ADVISORY**

- **Diagnostic Assessment of Construction Operations**
  - Leadership, strategy, organization and decision-making
  - Planning, procurement and delivery methodology
  - Contract management
  - Cost and schedule management
  - Policies, procedures, reporting and controls
  - Team communication and collaboration
  - Risk management
- **Project Assessment and Completion Strategy**
- **Project Turnarounds, Workouts and Restructuring**



## **CAPACITY ENHANCEMENT**

- Strategic alliances and joint ventures
- Supplier diversity programs
- Interim and contract staffing
- Client staffing support
- Core team recruiting
- Training

## **OUR TEAM**

VantagePoint is a single source provider representing a unique, diverse and complementary team of associate professionals who share common values and a passion for assisting construction industry participants to achieve enduring success.

Conceived in 2008 by Tricia Atallah -- entrepreneur, consultant and recognized construction industry expert -- VantagePoint has deep roots going back to the founding in 1993 of its predecessor firm, SoundBuild, Inc, a construction consulting firm that was acquired by an international consulting firm in 2006.

Tricia Atallah has over 23 years of entrepreneurial, management and consulting experience providing business, financial and operations advisory services to companies in various industries. A recognized expert in the construction industry, she brings to clients a global strategic perspective as well as in-depth knowledge of the intricacies of construction operations and execution. She has an international background and language skills in Portuguese, Italian, French and German.

VantagePoint has a growing team of high-level associate consultants with a shared commitment to providing independent and objective advice and excellent service to our clients. Team members are at the top of their fields and are well recognized for their expertise, personal integrity and professionalism.

Together, we provide broad management perspectives, deep industry and technical expertise, a tried and tested approach and methodology, strategic insights grounded in real world "lessons learned," and roll-up-the-sleeves implementation to assist our clients to assess, strategize, implement and achieve tangible results.

## **WHY VANTAGEPOINT?**

- Entrepreneurial and dynamic firm with national and international reach
- Sophisticated team of experts who offer a unique blend of broad perspectives in strategy, management, finance and human resources, and deep expertise in construction execution and operations
- Practical hands-on diagnostic and advisory approach and methodology based on real-world experience ("been there, done that") that yield tangible results
- Client-centered focus embedded in everything we do
- Flexible fee structures that are carefully tailored to meet client needs



## TRICIA ATALLAH

Tricia Atallah is founder and Principal of VantagePoint Strategy Group (“VantagePoint”), a management advisory firm providing strategic, management, operations, turnaround and restructuring services to decision-makers who have a stake in the business and process of construction. Clients include property owners, public agencies, institutions, lenders, investors and construction companies.

Tricia has over 23 years of entrepreneurial, management and consulting experience, providing business, financial and operations advisory services to companies in various industries. A recognized expert in the construction industry, she brings to clients a global perspective as well as in-depth knowledge of the intricacies of construction operations and execution.

Tricia began her career as a corporate banker and, in 1993, co-founded SoundBuild, Inc., a certified WBE construction consulting firm serving the New York metropolitan market. She led SoundBuild’s efforts to deliver management advisory, project management and supplier diversity consulting services to public agencies, commercial and residential property owners, developers and investors, construction companies and cultural and educational institutions. The firm was acquired by Navigant Consulting, Inc. in 2006 wherein she was Director and national co-lead of the project risk management service line.

Tricia is author of the book “Building a Successful Construction Company: Create a Strategy / Organize Your Business / Protect Your Bottom Line” (Kaplan, August 2006) which is used as a textbook by New York University and other schools. She has also conducted seminars and published articles on effective project and company management and writes a blog on McGraw-Hill’s Engineering News Record web site, [www.enr.com](http://www.enr.com) (“Transitions”) which addresses common business issues faced by growing construction concerns.

Tricia has an M.B.A. in finance from New York University’s Stern School of Business and a B.A. in political science from Tufts University. She has an international background and foreign language skills in Portuguese, Italian, French and German.

## MORE INFORMATION

### Visit Our Web Site:

<http://www.vantagepointstrategygroup.com>

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### BLOG: Transitions

<http://enr.construction.com/opinions/blogs/atallah.asp>

### BOOK: Building a Successful Construction Company

<http://www.constructbiz.com>