



Thank you for taking the time to read this letter. Have you ever wanted to take ownership of a project and lead? Have you ever felt disorganized or disconnected when trying to execute a project with your team? To all the head-nodders... we understand.

The truth is we all see the problem. There is a widening gap in leadership and execution at all levels of organizations – from the corner offices to the cubicles.

There is rarely a lack of good intentions, but it is difficult to invest in personal leadership and execution tools given the state of the resources available. Most execution or project management tools are way too complex. And most available leadership resources focus on impossibly long lists of skills and tasks that leaders must do.

With Treeveo, you can just do. Because doing, after all, is what counts.

We Are Treeveo

We are disrupting the way corporations and organizations are executing projects and creating leaders. We are Treeveo, a growing company passionate about building leaders and simplifying the world of project execution.

We are doing this by providing web-based tools for our clients all over North America and Europe that have created over 25,000 initiatives with Treeveo. Our product runs in any browser, without plug-ins, flash, or other circus hoops. The intuitive, user-friendly platform allows any member of your team to have full functionality within the platform – from the CEO to the janitor. Treeveo gets everyone on the same page...literally.

Results

We have built an execution platform that all your associates will want to use. And that will work for your company.

- ✓ Effortlessly keep track of all data and complex files
- ✓ Track KPIs and hit more targets
- ✓ Harvest knowledge from previous projects to easily develop best practices
- ✓ Retain your high potential talent because of your commitment to their growth
- ✓ Create instant transparency for a connected team, and a happier work environment

ROI

These factors play a significant role in your return on investment from incorporating Treeveo. According to Bersin...“High-impact companies in the US spend more than \$3,500 per person each year to develop mid-level leaders and over \$10,000 to develop senior leaders. ... It is also critical to understand that, despite the proliferation of leadership fads, there are no shortcuts to building a leadership team that is broad and deep.”

With Treeveo, anyone can start leading. You aren't taking shortcuts. You aren't watching a video series, or flying hours to sit in a costly seminar. Our product allows you to get your hands dirty with practical application of project execution and leadership...now isn't that how you would want an employee to earn their next promotion?

Next Steps

Encourage your team to sign up for our Leadership Execution software at treeveo.com, or email us at web@treeveo.com.

Best Regards,

Jeroen Kemperman
Co-founder/CEO

Learn more about the need for leadership development by visiting these links:

- “Leaders at All Levels” (<http://goo.gl/dwqiJF>)
- “Top 10 Findings of the Global Human Capital Trends Report 2014” (<http://goo.gl/e3jRpB>)