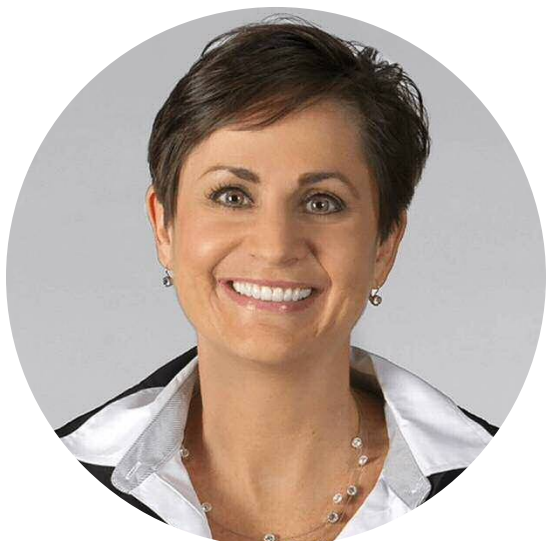


## Q&A with Christy Johnson, CEO of AchieveIt Online, LLC providing a Web-based Software Solution enabling Government Agencies, Healthcare and Education Companies to Accelerate Strategy Execution across the Entire Company



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**CEOCFO:** *Ms. Johnson, would you tell us the focus for AchieveIt today?*

**Ms. Johnson:** AchieveIt's focus is to empower companies to be completely successful in their execution efforts. Business leaders don't just need an abundance of insights; they need the ability to turn them into actions and the AchieveIt platform provides both. We enable organizations to align strategy, people and performance to drive better business results.

**CEOCFO:** *How do you help a company achieve that full success rather than almost good enough?*

**Ms. Johnson:** You would be shocked at how poor companies are at organizational execution. There have been plenty of studies, from McKenzie to Harvard Business Review, indicating 70% to 90% of all plans fail to deliver their intended results. The main reason they fail is because the tools that companies have to use are completely inefficient. Most companies, regardless of size or resources, are using Excel, Power Point and email to try to manage and drive execution of not just daily productivity and tasks, but of their most strategic, critical initiatives, and they simply don't work.

There are four main factors that drive execution for an organization. The first is alignment; it's crucial that all employees know how what they are working on is aligned to the organization's overall objectives. The second is accountability; people must know what they are responsible for, to whom they are responsible and when they are responsible for delivery. Third is a single place for collaboration of the team. And finally, visibility so leadership has a big picture understanding across all their execution efforts – where things are going well and where things may need intervention. Organizations can't leverage those drivers with Excel, PowerPoint and email. And that's where AchieveIt comes in; it activates each of these drivers, supercharging execution across the organization.

**CEOCFO:** *Are clients coming to you for IT and then recognizing that they have a much better deal because of your overall view of helping or are companies turning to you because they know you have that extra layer?*

**Ms. Johnson:** Every company knows that they are having trouble with plan execution, but they just put up with the poor performance because they don't know how to manage the process. They do not recognize that purpose-built software exists. We target prospects that look very similar to the use case and industries of customers we have already helped and describe how we have helped others with similar challenges. Once a customer starts using AchieveIt, they realize how effective the software is and start to identify additional execution needs and areas where they can also benefit using AchieveIt. Anywhere where an organization has multiple plans that roll into a larger, overarching plan, AchieveIt really