

Say No to Random Acts & Save \$500K



Laura Patterson works with companies that want to grow – grow revenue, grow customers, grow market share, grow value.

Bring This Program to your organization if you want to:

- Recognize the hidden costs of random acts in strategy, marketing, and execution
- Understand the root causes of organizational misalignment
- Learn how to replace chaos with a proven, outcome-focused framework
- Walk away with tools to improve alignment and accelerate growth across the business

If you want to turn strategy into measurable results, this program delivers the roadmap — and the wake-up call.

““ What Customers Say



““We brought Laura in to work with our marketing team at Pega as we kicked off our 2026 growth planning, and I’m so glad we did. Laura shared her vast marketing expertise with us ... it was clear she’d done her homework on both the business and our team goals, creating highly personalized sessions that left us with more answers than questions.” - **David Hoffman, Senior Marketing Manager, Pegasystems**



“As we were approaching a global meeting, it was decided to bring in an external firm...This team has the messaging and marketing expertise, the domain experience and an existing framework. As I proceeded through the fast-track due diligence, it became evident we were bringing in the right people. ...The result was an effective multi-day program that engaged the entire global team and produced the valuable work product that fueled the foundation of our competitive messaging. ...” - **Sang Kim, Digital Marketing and Analytics Expert, Abbott**

About Laura

Laura Patterson is an entrepreneur, speaker, and author. She is also a board member for several organizations and a globally recognized expert in customer-centric growth and Marketing Performance Management. As President of VisionEdge Marketing, which she founded in 1999, Laura has helped over 300 companies replace the disconnected acts that often permeate within a business and steal time, money, and strategic capacity with deliberate, intentional, and measurable strategies rooted in creating business and customer value. Known for her pragmatic, data-informed approach, she is the architect of the Circle of Traction™ framework and the award-winning author of Fast-Track Your Business.



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Signs of Random Acts in Your Organization

1. Are your teams launching initiatives without clear, measurable business outcomes?
2. Is your customer segmentation based on assumptions rather than data?
3. Are you chasing growth without a unified, customer-centric plan?
4. Does your messaging reflect what you want to say — or what your customers need to hear?
5. Is your sales enablement reactive instead of aligned with buyer needs?
6. Are you measuring activity instead of impact?
7. Do your departments operate in silos with little cross-functional alignment?
8. Is strategy discussed once a year — then forgotten in execution?
9. Do you find it hard to prove marketing and sales' contribution to business results?
10. Are you spending time and money on initiatives without knowing what's actually working?

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Praise for Laura's Award Winning Best-Seller 4th Book

"This book is a "MUST" read for all CEO's and all top company executives in all industries. Most organic growth-oriented companies have a marketing organization, but many companies, most commonly industrial companies, chase organic growth throughout the business cycles to no avail! Laura outlines a clear path to identify the company structure needed to drive organic growth through Marketing, how to establish and measure organic growth goals, and a management operating system to monitor and measure success through Marketing's Circle of Traction. One of the best growth books I have read, I strongly recommend this book!" - **Carlos Cardoso, Former Chairman & CEO, Kennametal**

"Patterson provides a solid framework from seasoned experience coupled with modern realities. Fast-Track Your Business delivers a breakdown essential for any executive or CXO. Each section guides, evaluates, and introduces a new segment towards a growth mindset. The book revolves around a fantastic framework. The core axel of people, process, infrastructure, and data. Surrounding it is a wheel of operational focuses which feed one another. This is a must-read and offers referenceable sections to revisit as you work through your growth transformation." - **Anand Thaker, CDP Institute, Advisory Board Member**

"I really enjoyed the customer-centric, actionable marketing approach in the book. We can all benefit from rethinking our marketing approach, and this book provides a great process to follow. The author is an incredible marketing expert with a passion for customer engagement. I look forward to the next book from Laura." - **James Burrows, Chief Operating Officer at Paradromics. Inc.**

