Say No to Random Acts & Save $500K

Are disconnected decisions and competing priorities putting your organization's growth at risk?



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

Bring this program to your organization to help leaders:

- Recognize the warning signs and hidden costs of Random Acts before they undermine growth.
- Identify where competing priorities and misalignment are consuming resources without sufficient return.
- Use the Random Acts Risk Check to surface potential gaps in strategy, measures, customer value, and execution.
- Apply the P4 Framework to strengthen customer perspective, performance, precision, and purpose.
- Identify where to focus first to replace reactive activity with deliberate, measurable growth.
- The goal isn't to get people working harder. It's to make sure their work produces the results that matter.

Available as a keynote, facilitated workshop, executive retreat, or customized leadership program.

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 the President and Founder of VisionEdge Marketing, an entrepreneur, author, board member, and internationally recognized expert in customer-centric growth and Marketing Performance Management.

Since founding VisionEdge Marketing in 1999, Laura has helped more than 300 organizations replace disconnected initiatives and wasted effort with deliberate, customer-centric strategies that produce measurable business outcomes.

Known for her pragmatic, data-informed approach, Laura is the creator of the Circle of Traction® framework and author of the award-winning Fast-Track Your Business. She helps executive teams connect strategy, customer value, execution, and measurement to accelerate growth.

Say No to Random Acts & Save $500K

Are disconnected decisions and competing priorities putting your organization's growth at risk?

10

Signs of Random Acts in Your Organization

How many of these sound familiar?

1. Are your teams launching initiatives without clear, measurable business outcomes?

2. Are you pursuing new markets or customers based on assumptions rather than evidence?

3. Are growth priorities disconnected from a unified, customer-centric strategy?

4. Are your teams making decisions based on internal preferences rather than what customers value?

5. Are departments pursuing their own priorities without clear alignment around shared business outcomes?

6. Are you measuring activity and output instead of business impact?

7. Are competing initiatives stretching your people, time, and resources too thin?

8. Is your strategy discussed during planning but forgotten when day-to-day decisions are made?

9. Do you struggle to connect investments and initiatives to measurable business results?

10. Are you continuing to fund activities without knowing which ones are actually working?



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.**

Visit laurapatterson.co
Contact: laurap@visionedgemarketing.com
Follow on X: @VisionEdgeMktg
Facebook: Laura Patterson
LinkedIn: Laura Patterson

© 2026 VisionEdge Marketing, Inc.

LAURA PATTERSON