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"My organic growth story"

Local leaders bootstrap their way to the top

STRATEGIC PLANNING

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WASHINGTON

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CEO

THE GROWTH ISSUE



FUTURE 50

REAL-WORLD ADVICE  
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HOTTEST GROWTH FIRMS



## The Elocen Group, LLC

### Principal and CEO: Necole Parker

**INDUSTRY:** Program and construction management

**LOCATION:** Washington, DC

**FOUNDED:** 2006

**IN A NUTSHELL:** The Elocen Group, LLC, is a full-service program management firm, providing consulting services for real estate support, construction management; tenant representation; space planning; relocation management; facilities and logistics support and event planning.

**CULTIVATING SUCCESS:** My resolve to build a better business, regardless of the odds, is where I continue to focus my energies. An important barometer to gauge a company's credibility is its past performance record. Understanding this, I have purposely cultivated lasting relationships that have resulted in win-win situations for all. The Elocen Group's impeccable track record highlights our consistent effectiveness in delivering superior goods and services to each of our clients.

**LONG-TERM VISION:** In line with our business plan goals and objectives, we are methodical about measuring and monitoring our company's sustained growth. Our primary measurement tool, among others, is our heavily used forecasting metrics system. Like a directional compass, with this metric, we are able to effectively plan, strategize and prepare for all of our anticipated growth, whether it is six months from now or for the next five years.

**MAINTAINING VALUES:** Being female in a predominantly male-driven construction industry and gaining equal access to the same opportunities my counterparts enjoy are the greatest challenges I face as a business owner. But I seamlessly guide The Elocen Group through these obstacles by never losing sight of our core business values, which sustain the business even when difficulties seem insurmountable.

**LEADERSHIP DEFINED:** A great leader is one who is able to visualize an idea and remain steadfast in the belief that the vision will become a reality; invests in the growth of her or his team; possesses the ability to delegate measurable tasks and responsibilities with full confidence that accurate reporting and follow-through are vigorously maintained; inspires; leads by example; and remains calm and rational in the face of character-defining adversity.

**BUILDING BLOCKS OF GROWTH:** Cultivating individual team member talents, coupled with strategic development, are the most critical elements of our growth plan. These two components have consistently contributed to our overall success. Throughout The Elocen Group's evolution, we have poured huge investments into the training and development of our staffers, who have matured into effective leaders, capable of overseeing a project's complete lifecycle.

**STAYING IN THE LANE:** Often, our vast professional courtesy network enables us to participate in lucrative opportunities that are outside of our areas of expertise. And as enticing as they may seem, very seldom do we venture beyond our core competencies. "Staying in our lane," for lack of a better term, is what has sustained our success.