

**For Immediate Release**

## The Lodestar Collaborative Launches Its Resilient Governance Initiative

Lodestar's suite of tools helps clients sustain growth and innovation—especially in uncertain operating environments

**NEW YORK, 6 October, 2009.** The Lodestar Collaborative has launched its Resilient Governance™ initiative with a suite of tools to help organizations sustain growth while managing the inevitability of surprise.

The partners in the Lodestar JV—Board Advisory Services, Collective Intelligence and the Futures Strategy Group—are currently in conversation with organizations whom the partners describe as “sick of cost cutting and eager to talk about growth.”

“The forces of change affecting individual businesses are so much larger than the general economy,” said Anne Simmons, CEO of Board Advisory Services. “Near-term economic conditions have to be managed, of course, but so do regulatory change, political movements and all kinds of global trends that shape the operating environment. But those conditions are evolving all the time,” says Simmons, “often in ways no one sees coming.”

Lodestar's Resilient Governance process begins with an outside-in assessment of where an organization sees itself relative to the forces for change gathering on its horizon—market risk, financial uncertainty, the talent pipeline, among other forces. The hinge of the Resilient Governance process is Lodestar's distinctive scenario-planning approach, which gives clients powerful insights into alternative business environments.

“The objective is to help clients imagine their businesses in a variety of operating environments,” explained Peter Kennedy of the Futures Strategy Group, “not to bet on a

most-likely future. We've found it a powerful way of creating and stress testing the resiliency of business plans."

The work has profound implications for an organization's governance processes, said Kennedy, from leadership development to enterprise-risk management to innovation strategy.

"What we've noticed in our client work," said Kevin McDermott of Collective Intelligence, "is that executives naturally pursue order but they can be so absorbed in the capable day-to-day running of a business that they don't lift their gaze up over the horizon—what we've termed 'the tyranny of the present'."

The tyranny of the present, McDermott argued, can obscure dangers that may result from the choices senior executives make today, producing deplorable surprises in the future—and not necessarily the long-term future.

To help clients manage near-term uncertainty the Lodestar partners have devised customizable scenarios that depict distinct—yet plausible—recession-recovery conditions for 2010 to 2012.

"The short-term scenarios help executives identify resilient courses of action that anticipate change and disruption," said Peter Kennedy. "They prepare clients to implement contingent actions in anticipation of future shocks so they're ready to thrive in whatever future arrives, good or bad."

### **About Board Advisory Services, Inc.**

Board Advisory Services (BAS) offers the right level of expertise that executives need to gain insight and evaluate business operations, and to grow the knowledge base of team members so that they can step up to the continuing demands of the enterprise. Clients leverage BAS expertise—stemming from decades of experience in business management and professional consulting—to determine what their next steps should be, and then

execute them. BAS offers solutions for governance, business planning and executive business coaching and compliance programs.

### **About Collective Intelligence**

Collective Intelligence is a consulting boutique specializing in what it calls “the sociology of innovation”. Since 1996 CI has worked in broad support of strategic communications and change-management effort for such clients as Booz & Co., The Futures Strategy Group, Korn-Ferry International, McKinsey & Co., United Way of America, the US Department of State and a private-client financial-services startup. Lessons from this client work were spotlighted at the 8th International Conference on Knowledge, Culture & Change in Organisations at Cambridge University.

### **About the Futures Strategy Group**

The Futures Strategy Group LLC (FSG) helps private and public clients develop and execute superior strategies in the face of disruptive events and uncertainty. Past and present clients include IBM, Pfizer, Deloitte and the US Coast Guard. The capstone of FSG’s offerings is scenario-based strategic planning, a powerful method of managing future ambiguities, and developing and executing strategy in the face of market change and disruption. FSG principals are responsible for many of the critical innovations in scenario planning over the last two decades.

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