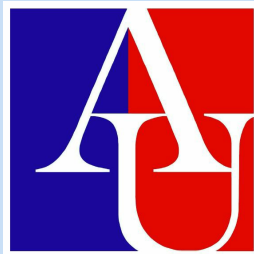


Lynne Carbone & Associates, Inc. (LCA) is an organization and management consulting firm established in 1989 and based in Bethesda, Maryland. Our core competencies include strategic and execution planning, leadership and team development, organization assessment and change, customized training and executive coaching.

[Visit Our Website](#)
or [Email Us](#)



Lynne is currently a guest lecturer at American University, her alma mater. These sessions focus on strategic planning and consulting for the undergraduate and MBA programs.



Meet David Bidwell,
the newest member of the

Are You Adapting to a Changing World?

The world is changing faster than ever.

Technology continues to create, destroy, and forever change industries. Demographics across the nation and globe are shifting, and even our very environment is changing before our eyes. These changes will have enormous impacts across all industries. Success will in large part be a product of organizations' abilities to quickly identify and adapt to these conditions. A strategic planning process should position you and your leadership team to make tough decisions about how you will seize or mitigate the opportunities and/or threats presented by change. *If you don't have a strategic plan, or if your plan is more than three years old, you really should use [this coupon!](#)*

Here are a few indicators of change:

- A 61-year tenure for the average S&P 500 firm in 1958 narrowed to 25 years in 1980, to less than 18 years today.
- At the current churn rate, 75% of the S&P 500 companies will be replaced by 2027.
- Further efforts to reduce federal spending will continue to strain budgets and force those agencies and departments that lack unique value to consolidate.
- By 2050, the U.S. will see its population grow by an estimated 100 to 150 million people and it will be increasingly diverse and urban.
- R&D spending has more than doubled across all major economies over the past decade, as organizations struggle to stay ahead of the technology curve.
- This year emerging economies contributed more to global GDP (adjusted for PPP) than developed countries, as the global competitive landscape continues to shift.

With change and volatility comes opportunity.

Those organizations that are able to adjust and position for a new future will find themselves surviving and thriving, while those that maintain an overly conservative or reactive position will struggle to maintain relevancy and uniqueness in the marketplace. [\[Read more.\]](#)

Attention NOAA Colleagues



We are pleased to announce that LCA was recently awarded a 5-year Blanket Purchase Agreement (BPA) covering services from October 1, 2013 through September 30, 2018. This mechanism provides for facilitation, executive management consultation, leadership coaching and support for NOAA's Program and

LCA team. He joined our staff as a consultant in June 2013 after graduating with an MBA from American University. Dave is certified in meeting facilitation and the MBTI® program, and has always enjoyed business strategy and facing new challenges. [\[Read more.\]](#)

Health Care Spotlight

In October, Lynne provided expert design and facilitation of a strategy session for 100 executives addressing the critical challenges facing providers in the changing health care environment. Several members of the LCA team, including Fred Abbey, Dave Bidwell, Mary Hiatt and Linda McLaughlin, supported the firm's role, which included next-day delivery of a report synthesizing the session results.



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Line Offices. This ordering vehicle is available for use NOAA-wide. [Click](#) to see the detailed statement of work delineating the types of consulting services provided including strategic planning.

The contracting process is straight-forward, requiring NOAA clients to contact the COTR, developing a statement of work and when approved, commit funding. Because LCA has already competed for this contract award, the process is streamlined and time efficient for the Program Offices.

[Contact Lynne Carbone](#) directly for more information on how to proceed. [TOP OF PAGE](#)

Lynne Carbone Selected as Honorary Commander

Following three annual engagements providing strategic and teambuilding services, Lynne Carbone was selected as an Honorary Commander for the U.S. Air Force Reserve's 78th Air Refueling Squadron. This award was in recognition for her contribution to advancing the Squadron's mission and team efforts.

In the August 2013 ceremony, Lynne and 93 others were inducted into the Joint Base McGuire-Dix-Lakehurst Honorary Commander Program and will each serve a one-year term. [\[Read more.\]](#)



Over the past year, LCA has provided consulting services to leaders in aerospace, aviation, health care, IT, navigation, and the optical industry. We have also worked with governmental agencies including the National Park Service, NOAA, the U.S. Air Force, and their partners. While we support a diverse client base, the common thread that we consistently experience is passionate people delivering meaningful missions.

As 2013 comes to a close, we appreciate the opportunity to help advance our clients' success in an increasingly competitive environment, and look forward to new challenges in 2014.

Sincerely,
Lynne Carbone, President
Lynne Carbone & Associates, Inc.

For a limited time, LCA is offering you a free strategic planning Phase 1 meeting!

Take advantage of the opportunity to explore emerging trends, assess your organization's

opportunities and threats, and identify long-term vision and strategic targets as the basis for your strategic plan to be developed in Phase 2.

Call or [email LCA](#) to schedule your Strategic Planning session today. The half-day Phase 1 collaborative meeting will be our free gift to you. This includes:

- Pre-meeting consultation with key leaders.
- Customized materials.
- LCA's Emerging Trends publication.
- Facilitaiton of one ½-day meeting for decision makers.
- Interactive SWOT assessment.
- An interesting visioning activity.
- Identification of top strategic targets.
- A follow-up report documenting session results, including the framework for your organization's new strategic plan.



This special offer, valued at \$4,875.00, expires January 31, 2014.

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