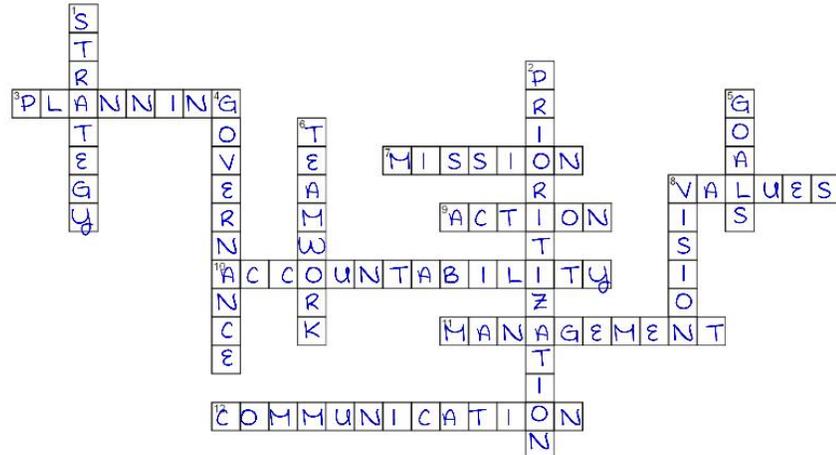


Lynne Carbone & Associates, Inc. (LCA) is an organization and management consulting firm established in 1989 and based in Bethesda, Maryland. Our core competencies include strategic and execution planning, leadership and team development, organization assessment and change, customized training and executive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

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Creating your Strategic Plan is just the beginning!

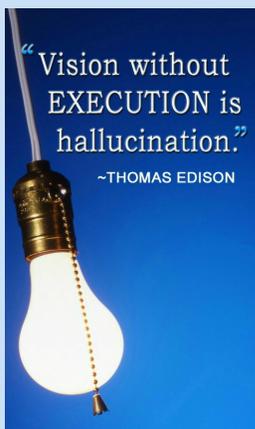


Every organization today needs a focused strategic plan to guide activities and resource allocation. However, regardless of how well a plan is written, it will ultimately fail if it is not executed effectively. Organizations that experience the most success with strategic plans are the ones that have taken the next step in the planning process: **EXECUTION.**

Lynne Carbone & Associates, Inc. is committed to helping clients translate strategies into on-the-ground actions. The firm has developed a system for executing strategic plans with success. A simple process for ranking and rating all year one priorities is provided to give the client a doable 1-year plan and the opportunity to carry over less important action items into the next year's plan.

The LCA team helps clients set up a simple but effective infrastructure for managing, monitoring and adjusting execution plans. A process and template for developing individual deployment plans along with a simple tracking system to report progress and status are provided. Methods for conducting quarterly reviews and celebrating success are offered as well. [The LCA Execution System](#) is based on the concept that your strategic plan is a "living process" which must be adapted to changing conditions or new opportunities.

We challenge you to get the most out of your strategic plan. Let LCA show you how to effectively convert your goals and objectives into tangible, measurable actions.



Over the past 30 years, our LCA team has developed and refined a unique 7-step process for executing a strategic plan effectively. [Click here](#) to learn how to conduct strategic and annual plan updates, phase two of our LCA Execution System.

LCA Welcomes Larry Smarr to the Associate Team

With more than three decades of experience, Larry Smarr is an expert consultant and advisor to the medical liability insurance and healthcare

New Strategic Partnership



We are pleased to announce a new strategic partnership with [MEETING FACILITATORS INTERNATIONAL](#), a group of top-notch professionals who use group facilitation as a centerpiece tool for many offerings. MFI's team members based in Toronto, Montreal and Chicago will greatly augment LCA's strategic planning capabilities.



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industries. He led the Physician Insurers Association of America (PIAA) as CEO for 19 years after serving as a Senior Vice President of the Pennsylvania Medical Society Liability Insurance Company. Larry's expertise in industry operations, trends, strategy development, organization and management consultation and strategic planning for physician insurance companies and their affiliates is a great benefit to LCA's clients.



Larry is a former client and now a vital member of the LCA strategic planning team, bringing the latest industry best practices, relevant emerging trends and strategies for addressing them. During planning sessions he plays the critical role of "objective challenger" to board members and executive teams, helping to guide them through the planning process. He has been a long-time participant in the cyclical medical liability insurance industry, and brings a wealth of knowledge and experience to the process. He has hands-on experience in various critical areas such as legislative and regulatory relations, rate-making, underwriting, risk management and claim administration.

We welcome Larry to our LCA team and look forward to working as partners serving the medical liability insurance community.

Our LCA team is committed to helping you get the best possible results from your strategic plan. Contact us today to learn how we can lead you through the crucial **EXECUTION** process.

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