



Dave Lash & Company
STRATEGY • INNOVATION • FACILITATION

Description of Services

April 2008

Strategic Initiatives

Our focus and your secret weapon

Organizations advance in a stepping stone pattern: across a series of new strategies, offerings, capabilities, and innovations. But which initiatives? And how will they be accomplished?



Dave Lash & Company specializes in helping organizations plan and manage strategic initiatives effectively: to contend with unfamiliar challenges and uncertainty; embrace new opportunities and technologies, and integrate ideas, people, and resources in new combinations.

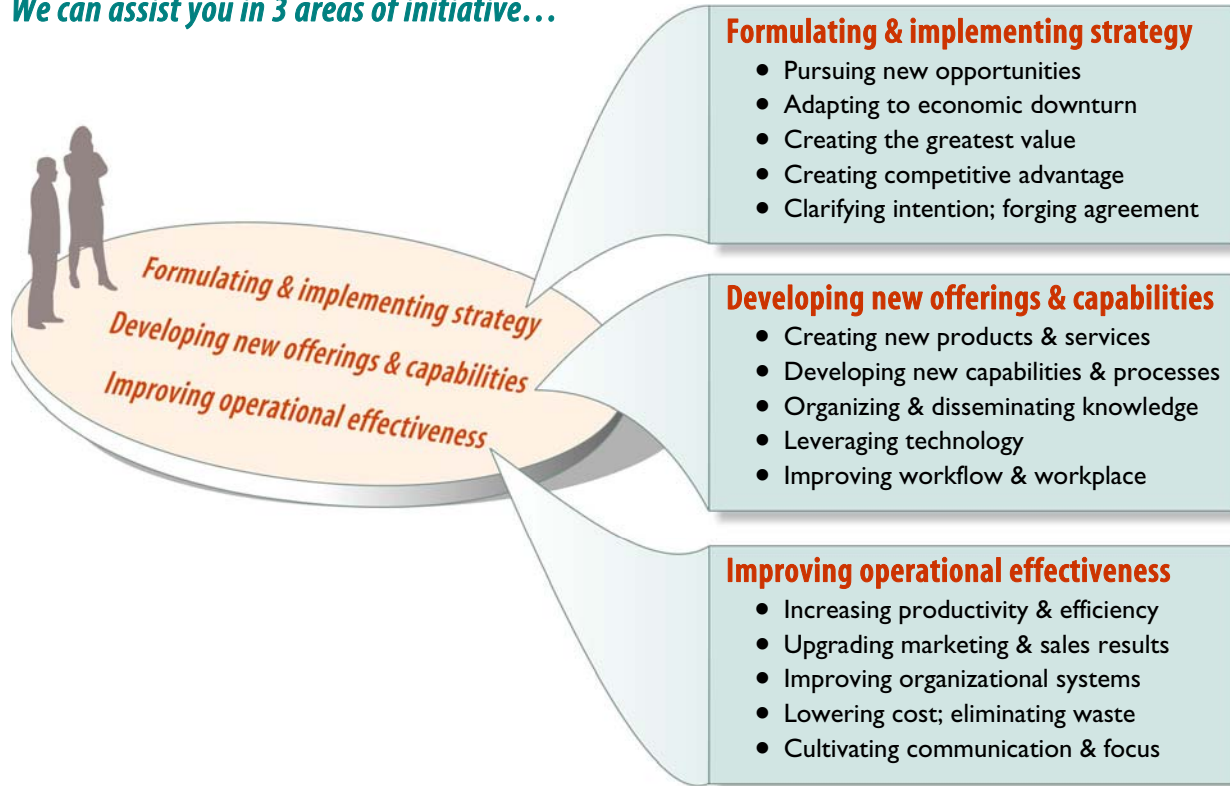
We offer an uncommon synthesis of strategy, innovation, facilitation, and project management – the product of over 30 years of this work. We create value for clients in two ways:

- As consultant, facilitator & coach, we *help think & plan*.
- As project manager & solution architect, we *help design & build*.



Strategy, Innovation, and Facilitation Services

We can assist you in 3 areas of initiative...



...through a mix of these services:

Strategy services	Innovation services	Facilitation services
<p>Goal: aligning resources to create the greatest value</p> <p>What we do:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Strategic planning <input type="checkbox"/> Feasibility studies <input type="checkbox"/> System mapping <input type="checkbox"/> Benchmarking <input type="checkbox"/> Research & context analysis <input type="checkbox"/> Strategy summary documents <input type="checkbox"/> Implementation of strategy <input type="checkbox"/> Organizational adoption 	<p>Goal: combining resources in new ways to create new value</p> <p>What we do:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept development <input type="checkbox"/> Technology assessment <input type="checkbox"/> Creative problem solving <input type="checkbox"/> System architecting <input type="checkbox"/> Prototyping & market testing <input type="checkbox"/> Sourcing of project specialists <input type="checkbox"/> Financial pro formas <input type="checkbox"/> Marketing plans 	<p>Goal: helping groups get the most out of working together</p> <p>What we do:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meeting facilitation <i>Strategy meetings & retreats</i> <i>Team & task force meetings</i> <input type="checkbox"/> Project management <i>Project planning & control</i> <i>Team coordination</i> <input type="checkbox"/> Visual explanations <i>Strategy & process diagrams</i> <i>Data & concept visualizations</i> <i>Print & digital publications</i>

About Our Clients

Our clients are innovative businesses and institutions across a wide spectrum of industries. We work closely with top executives and managers – entrepreneurs, CEOs, vice presidents, product managers, and program directors.

Representative Clients

- ADD Inc
- Alfred University
- Associated General Contractors
- Beacon Energy Partners
- Boulder Quantum Ventures
- The Butman Company
- Byron Reimus & Associates
- Cambridge Center for Adult Education
- Earlham College
- Environmental Insurance Underwriters
- Executive Perspectives
- Heyman Associates
- Kauffman Foundation
- Massachusetts Institute of Technology
- Massachusetts General Hospital
- Mass Insight Education
- MMI Companies, Inc.
- National Commission on Entrepreneurship
- National Council of Architectural Registration Boards
- Simpson Gumpertz and Heger
- Skanska USA Building Inc.
- The O'Connell Companies
- Entrepreneurs' Organization (formerly YEO)

We have also worked on projects for:

- Gillette
- Novartis
- Price Waterhouse
- Proctor & Gamble
- United Technologies

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What Clients Say

“... it was Dave's elegant and expert guidance that made the difference. I've worked with many facilitators. Without question, Dave's unique process of strategic planning and decision-making was incredibly valuable.”

Director, national wellness organization

“Somehow, Dave keeps tight control of a project while maintaining an environment that creative people thrive in.”

National retail consultant

“... an uncanny ability to listen well and advise thoughtfully and strategically...a real expertise in sharpening our thinking and execution...an imaginative and invaluable advisor.”

President, 150-person design firm

“You took our complex policy deliberations, reorganized them in deeply imaginative ways, then helped us build a solid strategy and communicate it clearly and powerfully. We can't thank you enough.”

Executive director, education reform organization

“Dave is a Master of Extraction. Any opportunity you have to have him pull great ideas out of your skull should be exploited.”

Attendee, strategy retreat

“...a refreshing and innovative source of creative yet disciplined thought.”

CEO, 300-person development & construction firm

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Dave Lash

Principal

Dave Lash is a strategy and innovation consultant with 30 years of experience in designing and implementing new initiatives. His key skills are as:

- **strategist** – including business, marketing, and project strategy;
- **designer/developer** – project leader responsible for over 100 project teams spanning many industries and technologies;
- **facilitator** – specializing in business and project strategy, and cross-disciplinary settings;
- **researcher and information architect** – working visually with complex concepts.



Dave has consulted to organizations of all sizes including United Technologies, Proctor & Gamble, Massachusetts General Hospital, and MIT.

He is an overseer of the Boston Architectural College, a commissioner of the Essex National Heritage Commission, a founding director of the Creative Economy Business Council, and a board member of the Chebacco Lake and Watershed Association.

Background

Dave's first career was in real estate development and project management. From 1983 to 1994, he held several development and executive positions with The Beacon Companies, a leading Boston real estate firm. In the early 1990s, Dave created a consulting division advising commercial and institutional owners on complex facilities projects.

In 1994, he founded Dave Lash & Company with an initial focus on helping organizations to develop Internet strategies and create Web-based products. In 1997, the firm migrated into online learning and business education. Dave played a major role as project leader and "content architect" for Go Figure! – the first online learning course developed for United Technologies. Through his work in online learning, Dave began a long-term consulting relationship with the Kauffman Foundation.

Through Kauffman and other entrepreneurship organizations, Dave became part of a national research-based initiative to identify and disseminate patterns of entrepreneurial success to entrepreneurs and business leaders throughout the country. In this capacity, Dave has worked with leading entrepreneurs, researchers, and educators. He has played a senior development role in the creation of new products, programs, and resources. In 2006, Dave co-authored a research study of entrepreneurship and innovation for the United Kingdom's HM Treasury. To merge this work with his strategy and innovation consulting, Dave has launched The Enterprise Project, a research, development, and dissemination initiative.

Education

Tufts University: Bachelor of Science in Engineering (environmental planning and design).

Massachusetts Institute of Technology: Master of Science in Civil Engineering (management).