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## About the Hosts

Christine MacNulty has forty years experience as a consultant in long-term strategic planning. Her clients have included quite a number of Fortune Global 500 companies and the Department of Defense. She was a pioneer in the development of scenarios as a basis for strategic planning back in 1969, deriving her approach from war-gaming; and she was one of the first people to understand that social change was one of the most important drivers of change for any organization. She has worked with Woodall for the last 14 years. During the last thirty years MacNulty has contributed models for understanding social and cultural change. She developed the European version of SRI International's Values & Lifestyles Program, and worked with the International Research Institute on Social Change to develop their social models for use by industry. She has applied her knowledge of people and their values and beliefs to strategic planning, marketing planning, advertising, vision development, organizational change, R&D planning, new concepts, technology assessment and business development. She was elected a Fellow of the Royal Society of Arts, Manufactures and Commerce in 1988. She is the coauthor of two books: *Industrial Applications of Technology Forecasting*, Wiley, 1971, and *Network-Centric Operations: Translating Principles into Practice* to be published in 2009. She was recently featured on the Heartbeat of America television program as the owner of an innovative small business.

Dr. Stephen Woodall has over forty years of executive and operational experience in strategic planning, vision development, long-range resource analysis, strategic forecasting, international operations and management. In addition, with a background in operations research, he also has significant experience in systems and operations analysis, systems engineering, warfare gaming and analysis and technology planning. He has been an inspirational leader under demanding conditions, including combat service in two wars, and is now conducting leadership development programs for commercial organizations based on military principles. Additionally, he is a highly respected senior consultant in systems engineering and systems analysis for many major U.S. and foreign firms. A 1967 graduate of the United States Naval Academy, Dr. Woodall served as a naval officer from June 1967 until February 1994. In the last 15 years, he has been very successful at applying his knowledge of strategic planning to many different organizations. During the last 14 years, together with MacNulty, he has developed a unique, workshop-based approach to vision-based strategic planning that cuts the time for developing a typical strategic plan by more than fifty percent. Dr. Woodall is the author of the book "Strategic Forecasting in Long-Range Military Force Planning," and numerous strategic plans, studies, analyses, monographs, journal articles and papers.

## About the Show

Successful organizations have good leaders who have clear visions, measurable goals and, above all, passion for what they are doing. They don't pay lip-service to strategy, they live it and breathe it. It provides the under-pinning to all their decision making – both short and long term. In the course of this program you will hear from passionate leaders of many different kinds of successful organizations. You will gain an understanding of the importance of visions, values, leadership philosophy, strategic thinking and planning, measures of effectiveness and performance, effective communications, personal energy-management, team-building and more. We will show you the methods we use in strategic planning; you will hear about our experiences. You will hear about passion – why it's important, how to generate it, and how to apply it. **Strategy with Passion is broadcast live every Friday at 8 AM Pacific Time on the VoiceAmerica Business Channel.**