



Georgetown Leadership Planning Institute

Promoting ChangeMaker Leadership - Innovation - Change

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INFORMATION INDUSTRY CHANGEMAKER CENTER FOR EXCELLENCE

A resource providing premiere methods, tools, & solutions for current and emerging issues

CHANGEMAKERS
CONSORTIUM

SOLUTIONS
CONSULTING

INFORMATION HIGHWAY

We at the **Georgetown Leadership Planning Institute**, working jointly with the strategic thinkers of the **Telecommunications Planning Institute**, have recently completed a four-year multimillion-dollar assessment of the dynamic information marketplace over the next 20 year.

To deliver and apply these results to industry leaders, the Institute is forming a Consortium of Telecom Industry Leaders who are in a position to become the industry's ChangeMaker leaders - the builder leaders who will advance the industry ahead over the next decade. Through this program, GLPI will work with these leaders individually and as a group - assisting them in three key areas for success:

- 1) To understand the major untapped market opportunities and technical potential across 18 major industries. Here strategic change that represent both opportunities and challenges are identified.
- 2) To address the management challenges that firms face today, in moving opportunities from concept to market - achieving change and innovation.
- 3) To assist leaders in developing organizations of ChangeMaker™ leaders - who are both *willing* and *able* to drive change and pursue innovation.

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Information Marketplace Assessment Overview:

The results of this major assessment, clearly identify major untapped market opportunities and their product solutions - tracking the impact of five - four year *Periods* of technological expansion on specific *Phases* of market **opportunities spanning 18 major industries.**

Specifically this analysis provides a focused **assessment of what is missing from the current telecommunications infrastructure** - required to meet pent-up needs & open a wide range of market solutions across today's key industries. It recognizes opportunities to leverage current capabilities and focus new investments to introduce the next family of information handling products and services for sustained growth.

This analysis **uncovers** a competitive **world of opportunity that telcos are not currently addressing** - that will cause substantial change in the industry with definite *winners & losers*. It identifies alternative strategic paths forward - those suited to telcos' strengths & others tailored to their competitors' core competencies.

For firms to be successful in this game, they must be proactive '*leaders*' - not reactive '*fast followers*'. GLPI has developed a comprehensive *Proactive Solution* for those who wish to be '*Drivers of Change*' - pursuing these opportunities.

The assessment focuses in five major areas:

1) Major Untapped Product and Market Growth Opportunities –

- Identifies specific applications & functional requirements across 18 industries – to open new markets.
- Captures operational tasks & service needs – translating them into technical requirements.
- Defines Specific Market Dynamics – of existing and new market segments: wireless, data, wireline...
- Provides integrated marketing – financial – technical perspective of cross market: pricing, substitution, demand, and the commoditization of offerings...

2) **2020 Perspective** of the impact of three major families of telecommunications technologies. This essential analysis is key to driving new future market opportunities.

3) **Information Infrastructure Solution** – Defines *where to invest for sustained growth*- to finally achieve the Missing Information Highway – Identifies the architectures, new products, specific value rich applications to achieve the true merging of the Computer & Communications worlds.

4) **How to Achieve Change** in today's environment – Identifies five key solutions, to move innovative ideas from concept to implementation more effectively, including:

- Creative thinking – yielding qualified concepts
- True Strategic to Tactical to Practical Planning
- The Missing Front End Process – to greatly improve product roll out and delivery mechanisms.

5) **Who will Achieve Change** – Builds the organization with personal leadership using GLPI's **Five Step Personal Leadership assessment – placement process** & new **ChangeMaker™ Leadership model** to assist leaders in *developing – focusing – motivating – rewarding* teams to achieve their strategic change objectives – overcoming a culture hostile to change, while obtaining significant long term advancement solutions.

Benefits & Results:

As the telecommunications industry enters this decisive period of change, service providers and equipment suppliers are committing resources to identify major market & product areas for strategic growth.

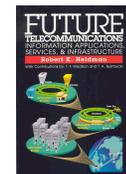
Here, GLPI can assist you in:

- 1) Understanding untapped market opportunities.
- 2) Clarifying Vision & Strategic Direction in this time of intense change.
- 3) Developing Advanced Market Strategy and New Product Plans to drive sustained growth.
- 4) Laying out the full Integrated Program - both technical and market - to achieve a new strategic direction.
- 5) Building the organization to become the best '*Leader of Change*' - using GLPI's proven management methods, structure, tools, & personal leadership development approach, to insure success.

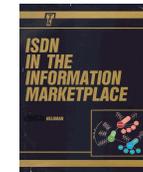
Information Millennium



Future Telecommunications



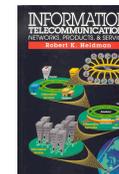
Information Marketplace



Global Telecommunications



Information Telecommunications



Competitive Telecommunications



The Institute's [comprehensive ChangeMakers Solution](#) has been chosen by *Stanford Research Institute* as "Best in Class" and has been utilized by *ABC, AT&T, Boeing, Department of Defense, IBM, Motorola, NEC, Rockwell, Texaco*, & other leading innovative firms. It has been featured in industry & university courses including: *MIT, George Washington Univ., Duke, & Univ. of Minnesota*. It is based on an extensive four year multimillion dollar assessment captured in the [ChangeMaker Secrets & Strategies](#) seven book series.

GLPI's staff are familiar with many of your unique challenges & opportunities having directly supported past Marketing & Network executive leadership of telecom equipment & service providers including: *AT&T, Fujitsu, NEC, Siemens, Qwest, Northern Telecom, SBC, Alcatel, Lucent*... We have been personal advisor to FCC and US Senators, Representatives, & state Governors on telecom policy, advanced market and technology strategy, and role of true information infrastructure providing value added solutions to the region & nation.

GLPI Staff's background delivers:

- [Broad experience built upon role of Management Consultant](#) with leading aerospace – energy – electronic – computer – medical – telecommunications firms, having advised Executives, US Senators, Governors, FCC... on best practices and solutions proven successful achieving major product and market growth.
- [Proven track record as Corporate Executives](#) having transformed *SBC's* \$10B post-merger organization into viable competitor – achieving double digit growth with major new Product, Market, Personnel, & Process initiatives; led *AT&T's* \$100M cutting edge market/product development program, a keystone project for new data & broadband product lines – heralded by press, featured at United Nations conference...
- [In-depth knowledge as noted Authors of 12 books & lecturer](#) at *MIT* and other top universities, recognized expertise in methods and practices for Strategic Market Planning, new Product Development, Quality, Risk & Change Management, Buy-Build-Merger decisions, and Large Cross-Discipline Program Development.