

# Scenario Planning With Peripheral Vision

## *Why and How Lawyers Can Benefit*

**Paul J.H. Schoemaker, Ph.D**  
Guest Speaker

You are cordially invited to a private presentation and Q&A session with best-selling author Dr. Paul Schoemaker, the founder, chairman and CEO of [Decision Strategies International](#); chairman of [Strategic Radar](#); and Research Director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania.

Dr. Schoemaker's presentation will highlight how and why peripheral vision and scenario planning can help your organization:

- compete more successfully in the global legal marketplace;
- reduce the risk—and cost—of unexpected business surprises and threats; and
- identify new opportunities and strategies for business growth, enhanced profitability and competitive immunity in the legal industry.

Additionally, Dr. Schoemaker will preview our landmark *Legal Transformation Study*, currently in development by Decision Strategies International, Strategic Radar, and Legal Research Center in collaboration with Intellevate, Merrill and Meritas.

### **Dr. Schoemaker's Presentation and Q&A Session:**

**Monday, February 19, 2007**

**4:00 PM to 7:00 PM**

Refreshments will be served  
Complimentary parking

RSVP to [jseidl@lrci.com](mailto:jseidl@lrci.com)  
by February 1, 2007

#### Minneapolis Club

729 Second Avenue South  
Minneapolis, Minnesota 55402  
Call 612.312.2292 for directions  
Room \_\_\_\_\_

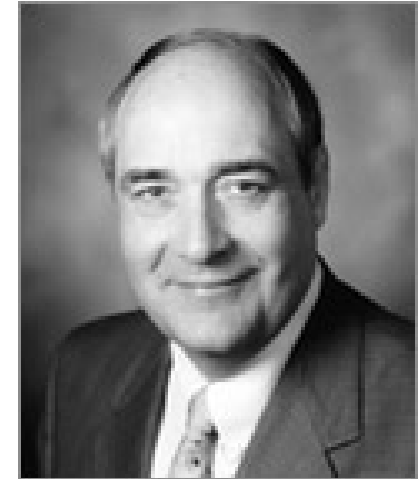
Dr. Schoemaker's  
Speaker Profile is  
attached for your  
reference.

Presentation Hosts:



# Paul J. H. Schoemaker, Ph.D

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- Founder, Chairman and CEO of Decision Strategies International, Inc.; Chairman, Strategic Radar Inc.; Board Member, Decision Education Foundation
- Research Director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania where he is professor of marketing (part-time)
- Formerly a professor in the Graduate School of Business at the University of Chicago and visiting professor in Cedep at Insead (France)
- Frequent (past) speaker in the executive programs at Berkeley, Cedep at Insead, Cornell, UNC, Wharton and in-house company programs
- Served on the board of several companies, worked in the scenario planning group of Royal/Dutch Shell in London, has consulted with over a hundred organizations around the world

# High Profile Speaking Events



**FORTUNE Innovation Forum**  
November 18-19, 2004  
New York City



**CEO Leadership  
Forums 2003**



William Jefferson Clinton  
Rudy Giuliani  
Paul Schoemaker  
Jack Welch

**World Business Forum Argentina 2004**

*Dos días con los líderes y pensadores más influyentes del mundo*

10 y 11 de mayo de 2004  
La Rural | Buenos Aires.



**HSM World Business Forum  
Argentina 2004**

# Paul's Academic Background

- B.S. in physics from the University of Notre Dame (Magna Cum Laude); M.B.A. in Finance, M.A. in Management, and a Ph.D. in Decision Sciences, all three degrees from the Wharton School at the University of Pennsylvania.
- Has written over 100 academic and applied papers in *Harvard Business Review*, *Journal of Mathematical Psychology*, *Management Science* and *Journal of Economic Literature*. Ranked among top 1% scholars cited worldwide by ISI.
- Recipient of prestigious awards including the Best Paper Prize of the Strategic Management Society in 2000 for “Strategic Assets and Organizational Rent”.
- His 1995 paper on Scenario Planning is the second highest reprint of the *Sloan Management Review* (MIT). Published multiple article in *Harvard Business Review*.
- Author several best-selling business books as well as academic works, with translations into more than 10 foreign languages

# Paul's Books

