

We are delighted to announce the following:

- From June 1, 2011, Blue Mine Group will become the **Agile Strategy Institute**, a new corporate name that better matches our mission of helping companies maximize value through learning and implementing agile strategy.
- We are excited to launch the **Agile Strategy Alliance**, a non-profit professional association for business executives, board members and strategy professionals focused on advancing the state of the art in strategy thinking and practice through the principles, frameworks and tools of agile strategy.
- We are honored to welcome two new Partners – **Kay Plantes** and **Pertti Visuri**– and our new Advisory Board – **Neville Billimoria**, **Rick Cooper**, **Stephen Flaim**, **Henk Hanselaar** and **Richard Lawrence**.

Please see the media release below for more details. We welcome your comments or questions at [mlurie@AgileStrategyInstitute.com](mailto:mlurie@AgileStrategyInstitute.com) or 858/792.2633.

Michael Lurie  
Founder and CEO

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## **Blue Mine Group becomes Agile Strategy Institute, launches Agile Strategy Alliance, and expands leadership team**

**Transition reflects growing interest in agile strategy, a powerful new approach to designing companies for maximum value in today's open markets**

SAN DIEGO, CA – June 1, 2011 – Blue Mine Group announced today its new corporate name - Agile Strategy Institute ([www.AgileStrategyInstitute.com](http://www.AgileStrategyInstitute.com)) - and the launch of the Agile Strategy Alliance ([www.AgileStrategyAlliance.org](http://www.AgileStrategyAlliance.org)), a professional association for executives, board members and strategy professionals focused on maximizing value through learning and practicing agile strategy. The firm also announced the addition of two new Partners, Kay Plantes and Pertti Visuri, as well as a new Advisory Board, comprising Neville Billimoria, Rick Cooper, Stephen Flaim, Henk Hanselaar and Richard Lawrence.

These exciting transitions reflect the rapidly growing interest amongst company leaders in agile strategy, a powerful new approach to designing companies for maximum value in today's open markets. "By implementing agile strategy in The Ken Blanchard Companies, we have created a powerful foundation for increasing the value we deliver to our customers, employees, partners and other stakeholders. Building a portfolio of business models enabled by central platforms will enable us to better meet the needs of our diverse customer groups, and will improve both our short-term performance and long-term organizational vitality" said Tom McKee, Chief Executive Officer of The Ken Blanchard Companies, a global leadership development organization headquartered in Escondido, California.

“Over the past five years, I have focused my professional life and the core mission of Blue Mine Group on creating agile strategy” explained founder and CEO Michael Lurie. “We have done so in low profile research and development mode, so that we could focus on evolving this powerful new approach into a full-fledged body of knowledge that helps leaders more quickly absorb, evaluate and apply the best current strategy thinking and practice in the world in order to advance their company’s success. Through word-of-mouth, agile strategy is gaining real interest amongst CEOs and strategy leaders who see it as a fundamentally new way to address their critical challenges and opportunities, improve short term results, and drive long term company value. Agile strategy transforms strategy from one-time planning events into a vital, ongoing process of design, experimentation and implementation that is essential in today’s turbulent markets. It is now time to transition our firm’s identity to better match our mission: helping leaders of organizations – of all sizes, stages and sectors – maximize value through learning and implementing agile strategy.”

Robert Finrock, President and Owner of Finrock Industries, Inc. in Orlando, Florida is another proponent of agile strategy principles. "The business model innovation work I did took my business from competing as a commodity on price to being a one-of-a-kind supplier that my customers negotiate prices with - in the construction industry, no less. With double digit compounded growth rates in revenue and profits, business is fun again and my employees have many more exciting opportunities for professional growth." said Finrock.

“The Agile Strategy Alliance is a non-profit professional association for leaders responsible for company strategy”, continued Lurie. “Since our founding nine years ago, we have been privileged to work with and get to know hundreds of executives, entrepreneurs, board members, investors and thought leaders across the United States and beyond. Many of these exceptional people are valued friends and colleagues, who have played important roles in the evolution of agile strategy frameworks, principles and practice. These leaders will be the nucleus of the Alliance, which we envision as a community of like minded professionals, all learners, interested in advancing the state of the art in strategy thinking, decision-making and implementation within the framework of agile strategy.”

“I am honored to be joined by Kay and Pertti in the Institute, and to have such a remarkable Advisory Board. Together, the eight of us also form the founding board of the Alliance. This is a truly distinguished team with exceptional intellectual horsepower, a real passion for excellence, and diverse strategy and execution experience across a wide range of companies, industries and strategic challenges. Collectively we have helped create billions of dollars in value for hundreds of companies in many different market environments, which means the principles, concepts and tools of agile strategy rest on a deep foundation of demonstrated success”, said Lurie.

Kay Plantes, who recently relocated to San Diego from Madison, Wisconsin, brings to the Agile Strategy Institute thirty years experience assisting senior leaders in making better and faster strategy decisions and executing them more effectively. Kay has led her own strategy consulting practice, Plantes Company, LLC, for the past twenty-one years. Previously, she served as Chief Economist and Director of Policy Development for the State of Wisconsin’s Department of Commerce, and then Marketing Director and Director of Business Development for Ohmeda, a global healthcare products company. The co-author of *Beyond Price: Differentiate Your Company in Ways that Really Matter* (Greenleaf Book Group,

2009), a guide to business model innovation, Kay holds a B.S. in Business Administration from the Pennsylvania State University and a Ph.D. in Economics from MIT.

Pertti Visuri has more than twenty-five years of experience in top-level executive positions both in technology product companies and in consulting firms. He has served as Chief Technology Officer for Ahlstrom, a global multi-billion dollar industrial products firm; CEO of SAIC's subsidiary Tenth Mountain Systems; founding and leader of the business consulting practice at Stellcom, Inc.; and CEO of Airgain Inc., the leading company in embedded and smart antennas. Pertti has published several research papers, authored seventeen patent applications and speaks five languages. He holds a Ph.D. in Engineering Physics and a business degree from Aalto University in Helsinki and is a graduate of the Executive MBA program at the University of Michigan.

For further information, please visit the following pages:

- Read a [brief summary of agile strategy](#) (PDF)
- Review chapter one of our [comprehensive guide to agile strategy](#)
- Explore how the [Agile Strategy Alliance can benefit you and your organization](#)
- Review profiles of our [Partners](#)
- Review profiles of our [Advisory Board members](#)

### **Agile Strategy Institute and Agile Strategy Alliance**

The Agile Strategy Institute (ASI) conducts research, education and consulting in the professional discipline of agile strategy, a new approach to designing companies for maximum value in today's open markets.

The Institute also manages the Agile Strategy Alliance (ASA), a non-profit professional association for business executives, board members and strategy professionals focused on advancing the state of the art through agile strategy.

Based in San Diego, California since 2002, the ASI and ASA help organizations around the world learn, implement and maximize value through agile strategy. To learn more, visit us at [www.AgileStrategyInstitute.com](http://www.AgileStrategyInstitute.com) and [www.AgileStrategyAlliance.org](http://www.AgileStrategyAlliance.org).

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