



Mary Boone

Mary E. Boone is president of Boone Associates located in Essex, CT. She is a leading authority on organizational communication, leadership development and large-scale interactive meetings. Her firm's client list spans a wide array of public and private organizations – such as IBM, NASA, JPMorgan Chase, ConocoPhillips, AARP, the U.S. Department of Labor, and the United States Army.

Boone's ideas have received widespread attention. In the November 2007 issue of *Harvard Business Review*, she co-authored the lead article with David Snowden entitled "A Leader's Framework for Decision Making." Among those quoting from and praising Boone's work are

Tom Peters, *The New York Times*, CNN, CNBC, National Public Radio, *The Financial Times*, *Investor's Business Daily*, *Information Week*, *CIO Magazine*, *Chief Executive Magazine*, and *Industry Week*.

Boone's books include *Managing Inter@ctively: Executing Strategy, Improving Communication and Creating a Knowledge-Sharing Culture*. (McGraw-Hill, 2001) and *The Information Edge* (co-authored with N. Dean Meyer, Dow Jones, 1987). Another of her books, *Leadership and the Computer* (Prima Publishing, 1993), was selected as "required reading" for Congress by the Speaker of the U.S. House of Representatives. *Successful Meetings Magazine* recommended her as one of 25 "hot" speakers in a feature issue.

Throughout her career, Boone has been an integrator of ideas across disciplines including communication, meeting design and planning, information technology, organizational development, sales and marketing, human resources, and knowledge management. A frequent contributor to *Successful Meetings Magazine*, she has also served as a regular columnist for *Sales and Marketing Management Magazine* and as host of a regular segment on FMN, a video series for financial executives. She has authored over 100 articles for a wide variety of general business and information systems publications.

Prior to founding Boone Associates, Boone was vice president of NDMA Inc., one of the foremost consultancies in the management of information technology departments.

Early in her career, Boone was a contributing editor to two leading teleconferencing industry publications: *Business TV Magazine* and *TeleSpan*. She also was a visiting scholar at the Institute for the Future (ITF), a spin-off of the Rand Corporation. She is on the faculty of Northeastern University's MBA program and she has been a Guest Lecturer at Emory University School of Business, The University of Texas School of Communication, and the National Defense University's

ICAF Program. Boone's degrees, a master's from the University of Texas at Austin, and an undergraduate from Wake Forest University, are in communication theory. She is a Senior Fellow and on the Steering Committee of the International Executive Forum Program at the Western Behavioral Sciences Institute in La Jolla, California.

Speech Topics

Leadership, Communication and Context

In the complex environment of the current business world, leaders need to know when to share power and when to wield it alone, when to look to the wisdom of the group and when to take their own counsel. A deep understanding of context, the ability to embrace complexity and paradox, and a willingness to flexibly change leadership style will be required for leaders who want to make things happen in a time of increasing uncertainty. What has worked in the past for leaders is unlikely to work in the future. Increasingly, they will be called upon to act against their instincts.

Based on the *Harvard Business Review* article she recently co-authored, "A Leader's Framework for Decision Making," Ms. Boone describes how to operate in this new environment and why different contexts call for dramatically different leadership and communication approaches. She provides practical guidance for leaders who must navigate a maze of contradictory demands, information overload and intractable problems.

The Interactive Leader- In the New Economy, organizational boundaries are fuzzy, workers are dispersed, and attention spans are fractured. Interactive leaders need to know how to connect, inform, and engage a wide range of stakeholders despite the demands of a complex working environment. Based on her research with over 85 companies, Ms. Boone shares practical approaches for leading interactively and fully engaging a workforce instead of simply getting their "buy-in."

The Hidden Power of Meetings- Meetings are one of the most powerful leadership tools available for tapping into the wisdom of large groups, ensuring effective strategy execution, and instituting change in complex organizations. However, most leaders see large meetings as opportunities to simply showcase products, people or initiatives. In order to function as effective leadership tools, meetings must be carefully designed to integrate with organizational objectives and they must be considered in the context of other communication efforts, including the use of collaborative technologies. In this presentation, Ms. Boone shows leaders how to completely rethink their approach to meetings.