

John W. Myrna, President
Myrna Associates, Inc.
12810 Gaffney Road
Silver Spring, MD 20904-3517
(301)680-0035 Fax (301)622-1819
johnw@myrna.com; www.myrna.com



John has the gift for bringing out the best in companies and their management teams. His broad business experience and knowledge, quick intellect, and native ability and passion for teaching have combined to produce one of the truly great strategic planning facilitators – or so his myriad of satisfied clients have reiterated time and time again.

An early member of the *been there – done it* school, John is able to quickly establish rapport with a management team as he relates personal lessons. These lessons were learned while doubling sales annually and surviving catastrophic revenue short falls, developing successful world class products and absolute market flops, beating better positioned competitors and losing, recruiting just the right player and hiring absolute disasters, swimming with venture capitalists and getting devoured, acquiring companies and being acquired, going public and executing a leveraged buyout, launching successful new markets and surviving collapsing ones, building effective boards and suffering on ineffective ones – well, you get the idea.

He easily relates to high-tech developers, top notch salesmen, marketeers, HR professionals, CFOs, COOs, and CEOs - he's not only walked in their moccasins – he's worn them bare. He's a living Rosetta stone, helping folks in each discipline understand, relate, and learn to trust each other and work more effectively as an executive team.

From John's first magical experience in 1976 as planning team member, he's marveled at the power of strategic planning to affect change and generate immediate bottom line results, especially during a growth-spurt, turn-around or other transition. What started as marvel evolved into all-consuming passion. Applying his Electrical Engineer's discipline, he studied and analyzed the planning process to learn its secrets and pitfalls. How did some meetings work better than others? Why did one year's plan set the place on fire while another disappeared into the file cabinet? And, why did it take two weeks?! Who can afford two weeks? Soon he was applying his insights at his and colleague's companies. He fashioned a two-day planning process that became the corner stone of a successful turn-around practice. Participants found they were able to accomplish more in John's two-day team-planning meeting than in the two weeks required by the traditional "big company" methods. This breakthrough enables every organization, even those in crisis, to afford the power of strategic planning.

July 4, 1991, after telling his wife Mary for the thousandth time how he was going to facilitate strategic planning once he retired she laid down an ultimatum. "Start the business now or stop talking about facilitating planning – forever." He countered – "I'll do it, but only if you are my full partner" "Great", she said, "as long as I own half!" Since then they have been totally focused on strategic planning and only strategic planning. In many ways, they were like Bill Murray's movie Groundhog Day, reliving the same two days over, and over again – until they got the process perfect. Companies can't afford to risk their future to a process that isn't 100% proven and predictable.

John and Mary have a passion to see every business benefit from the power of strategic planning. Eschewing the *big bucks* that could flow from being yet another Fortune 500 management firm, they have chosen instead to focus on the not-yet Fortune 500, providing "Really Big Bang! For not many bucks." as one of the lucky few who got John to personally facilitate their meeting says. John freely shares the secrets learned from facilitating more than 50 planning meetings every year. His web site is a cornucopia of useful information on planning and management, as are his talks, articles, books, tapes, and special reports. John also teaches the highly regarded *professional management* section of the CEO Club's annual management course.

Son Adam is Senior Network Engineer for Lockheed Martin. Daughter Kathern is a DVM. Daughter-in-law Jennifer supports the back office and their grandchildren.

John is committed to the CEO Club motto – "It's one thing to be independent, but there's no reason to be alone." He's a lifetime CEO Club member, active in both the Washington and Baltimore chapter where he is an official sponsor.

