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The North Star  
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**June 24th 2021: The Adaptive Enterprise:  
Sense-and-Respond Organizations**

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At no time in our history has it been more important for organizations to become adaptive to change. Now more than ever, organizations must be ready to deal with unpredictability, which can come from any direction. We only need to look at the recent global pandemic as one example, but whether it's financial, environmental, competition or other factors that motivate organizations, adaptability is key. In this episode of the North Star, host William Ulrich will interview renowned author, futurist and international authority on customer-value growth strategies, Stephan Haeckel. Together, they will

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#### Featured Guest



#### Stephan Haeckel

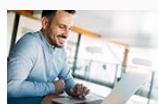
Stephan Haeckel is President of Adaptive Business Designs, an executive education firm, and past Chairman of the Marketing Science Institute. He served as corporate futurist, Director of Advanced Market Development, and Director of Strategic Studies at IBM. Steve pioneered sense-and-respond managerial principles. His book, Adaptive Enterprise: Creating and Leading Sense and Respond Organizations, provides business leaders with a framework for adaptiveness. Steve is an international authority on customer-value growth strategies. At IBM, he headed the project that resulted in IBM's decision to enter the commercial systems integration business. He served as advisor to the Office of Force Transf

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