

## Spotlight on ILA Members

ILA Members are doing amazing leadership work around the world, from starting new degree programs to nurturing young people who make a difference, from running innovative workshops and seminars to fostering organizational change. We are pleased to shine an ILA spotlight on the programs of our members. If you would like to nominate yourself or another ILA institutional member to be featured on these pages, please contact ILA at [ila@ila-net.org](mailto:ila@ila-net.org).

### Spotlight on LJR Group, Inc. :

## Helping Leaders to Get the Right Message to the Right People at the Right Time



The LJR Group, Inc. are communications strategists focused on change management. “Our goal is to help leaders to lead effectively and decisively. We help leaders influence public policy, build strong alliances, and tackle difficult and complex problems that may prevent the achievement of goals and objectives,” says Lisa Brown Ross, President and CEO. “Since 9-11 our lives are not the same and our communication processes should not be the same. Our approach is somewhat different from traditional public affairs

and organizational change firms.”

The LJR Group Inc. combines public affairs with investigative profiling. “We identify an organization’s vulnerabilities by examining and analyzing communications processes and monitoring business critical information. Through a rigorous issues management/ forecasting and security auditing process we are able to identify leadership weaknesses, future policy hurdles, stakeholders and communications breakdowns.”

The LJR Group, Inc. is currently working with an organization whose goal is to change the health statistics for children in five urban areas. “ Our focus is to ensure that the right leaders are at the table to problem solve and change the way business is done in some of the toughest urban areas in the

country,” says Ross.

“Communications is instant and global--we like to say that we are experts at helping leaders to get the right message to the right people at the right time.”

For more information visit the LJR Group’s website at: <http://www.ljrgroup.com>