

Lanny Goodman

Consultant+Executive Coach
Facilitating Organizational Evolution

Experienced Consultant and Executive Coach, specializing in

- Self-Managing Company Design
- Strategic Planning
- Executive Life Planning

Background

Raised by a nuclear physicist and a cultural anthropologist in Boston, Japan, Washington DC, and Houston, Texas Lanny was exposed early in his life to diversity of culture, geography, and the diverse ways human beings organize their realities.

Studying Fine Arts in college, Lanny has always been oriented toward design. His first two companies provided an outlet for his hands-on enjoyment of creating beautiful objects.

Having sold his second company and looking for a new horizon, Lanny was introduced to a powerful personality assessment tool and was certified in its use. Doing profiling and team building exposed Lanny to many different sizes and types of organizations, and the problems that consistently appear.

In his readings on the history of management, he was appalled to realize that traditional management practice was designed very intentionally to *minimize* employee contribution.

The father of “modern scientific management” Fredrick Winslow Taylor’s famous quote, “Under our system a worker is told just what he is to do and how he is to do it. Any improvement he makes to the orders given him is fatal to his success” illustrates the point.

Such an approach in today’s world seems unthinkable, yet this is the foundation of all management practice.

Intrigued with his reading in chaos and complexity theories, he began working with his clients to systematize what science was showing us about self-organizing systems, and his client companies quickly began to show results.

Education

St. John's School - Houston, TX, 1966

Beloit College - Beloit WI, 1970 - BA Fine Arts

National University - San Diego CA, 1981 - MBA Financial Management, Honors

Work

Partner, **Wechsler & Goodman**, Fine Jewelry Manufacturing, San Diego CA 1971-1978

In three years, W&G became the largest manufacturing jeweler in San Diego county specializing in design, fabrication, casting, both custom and production, as well as repairs for the jewelry retailers.

Partner, **Sail Services**, Custom cruising sails for boats 12-150 ft, San Diego CA 1978-1980

Specialized sailmakers for ocean-crossing cruising sailors needing the strongest, most durable, and high performing sails.

Principal, **Management Technologies Inc.**, Mangement Consulting, San Diego CA and Albuquerque NM 1980-2012

Strategic planning, organization development, and personality profiling for companies large and small, public and private.

COO, **Whole Woman Inc.** Women's Health Education, Albuquerque NM 2012-Present

My wife, Christine Kent's business, education and training for non-surgical approaches to common women's health challenges. Keeping thousands of women out of operating rooms in over sixty countries.

Principal, **Lanny Goodman Consulting**, Albuquerque NM 2019-Present

Self-managing company design and implementation as well as Executive Coaching for personal and professional evolution.