

# OLIVER WYMAN

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## Oliver Wyman Launches Management Journal *Focuses on Corporate Strategy, Operations, Leadership, and Risk*

NEW YORK, November 6, 2007 – The new *Oliver Wyman Journal* covering business strategy, operations, and leadership topics has been published, making this the first issue since Mercer Management Consulting, Mercer Oliver Wyman, and Mercer Delta joined forces under a single brand, Oliver Wyman, in May 2007.

The *Oliver Wyman Journal*, to be published twice a year, features articles written by Oliver Wyman partners and derived from work with clients around the world. It covers a broad range of industries and organizational change and senior leadership topics.

“We are certain that executives will find the new *Journal* a rich resource of ideas and best practices that will make a real impact on their business,” said John Drzik, Chief Executive Officer of Oliver Wyman.

The first article is “The Upside of Strategic Risk” by Adrian Slywotzky, a director at Oliver Wyman and one of the world's most renowned strategy practitioners. Through a case study of the fashion retailer Coach, Slywotzky demonstrates how to capitalize on opportunities while reducing the level of risk that a business assumes.

In the second article, “Act II for CEOs,” David Nadler, a senior partner at Oliver Wyman – Delta Organization & Leadership, discusses one of the hottest issues on the CEO agenda: how CEOs can refashion themselves to solve the challenges of today, not yesterday.

Many of the articles in *Oliver Wyman Journal* build on the firm’s deep industry expertise. For example, “When I’m 64” explores the complex set of financial needs that aging Baby Boomers have and gives financial services firms a roadmap for seizing the growth opportunities in this underserved market. “Winning the Talent Wars” dissects the worsening shortage of talented employees in the energy sector, and suggests a more effective approach to developing work force action plans.

Other articles convey insights that can be put into practice in any industry, from optimizing insurance coverage to deploying a predictive form of customer segmentation.

**Following is the list of articles for the first *Oliver Wyman Journal* issue.** Individual articles and the full issue are available to download at [www.oliverwyman.com/ow/owj.htm](http://www.oliverwyman.com/ow/owj.htm).

- **The Upside of Strategic Risk**  
How Coach learned to know, not guess, what customers want.
- **Act II for CEOs**  
Scripting a successful tenure
- **Before You Run for Cover**  
An optimized insurance program is the best policy.
- **Predictive Segmentation for B2B Markets**  
In fast-changing markets, greater confidence in the best next move
- **Unlocking the Value of a Technology Portfolio**  
Invest in the business design surrounding the new technology.
- **Cars That People Want to Buy**  
Improving R&D in the auto industry
- **The Innovation Imperative**  
How leaders can build an innovation engine
- **When I'm 64**  
Baby Boomers have a complex set of retirement needs that financial services providers have not yet addressed.
- **Closing the Talent Gap in the Energy Sector**  
Tailored strategies for work force development
- **Coming of Age for Corporate and Institutional Banking in Asia**  
Ten years since the crisis, fertile conditions for growth and challenges of scale and talent

## **ABOUT OLIVER WYMAN**

With more than 2,500 professionals in over 40 cities around the globe, Oliver Wyman is the leading management consultancy that combines deep industry knowledge with specialized expertise in strategy, operations, risk management, organizational transformation, and leadership development. The firm helps clients optimize their businesses, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities. Oliver Wyman is part of Marsh & McLennan Companies [NYSE: MMC]. For more information, visit [www.oliverwyman.com](http://www.oliverwyman.com).

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