



We help individuals and organizations to thrive in the face of rapid change, risk and uncertainty.

ALCERA | RICHARD MARTIN

TYPICAL CLIENT RESULTS

Our goal is to help individuals and organizations to thrive in the face of rapid change, risk, and uncertainty. We develop tailor-made solutions in collaboration with our clients that offer a very attractive return on investment.

Here are some of the most significant benefits you can expect from working with us:

- ▲ Become more aware of your internal and external environments.
- ▲ Learn to develop business intelligence and situational awareness.
- ▲ Find new opportunities, exploit them, and gain ground on the competition.
- ▲ Break through limitations and pre-conceived notions of what is possible and desirable.
- ▲ Create winning strategies to capitalize on opportunities, protect against threats, and conquer markets.
- ▲ Plan for contingencies of all kinds, and develop robustness and resiliency to thrive under all conditions.
- ▲ Become adept at turning adversity and threats into opportunities for innovation.
- ▲ Develop adaptability, flexibility and nimbleness.
- ▲ Develop world-class leaders who lead from the front and who inspire people to obtain outstanding results, no matter what the situation.
- ▲ Defuse crises with resolve and discernment while competitors are still scrambling to find out what happened.

"Richard Martin's military background is extremely beneficial to the business world. His real-life experiences with leadership, decision-making, crisis management, and planning under the toughest conditions enable him to provide unique perspectives that help his clients address their own challenges. Richard's keen insights and intelligence make him a valuable resource for senior executives and businesses that want to raise the bar on performance to world-class levels."

Pamela S. Harper

President, Business Advancement Inc.

Author: Preventing Strategic Gridlock (Cameo Publications)

"Rich Martin has an insightful, counter-intuitive worldview that I highly recommend to anyone who seeks analysis that goes far beyond the mere assertions of recycled media reports, suspect think-tank assertions, and the mundane."

Sean M. Maloney, PhD

Royal Military College of Canada

Richard Martin is the founder and president of Alcera Consulting Inc. He helps leaders and organizations to thrive in the face of rapid change, risk, and uncertainty. He is known for his intellectual breadth, communication skills, and the ability to discern patterns and trends with insight and discernment. He has led multicultural and multinational teams and projects on a number of continents. He consults for both public and private sector organizations. He also speaks, teaches and writes on a variety of topics such as crisis management, leadership, planning, adaptability, resilience, and performance.

Richard served for over 25 years as an infantry officer in the Canadian Army and has been an internal and external consultant for a number of years. His proudest moment in the military was successfully commanding a peacekeeping force in one of the worst flashpoints of Bosnia – Drvar. His resolve and diplomatic skills in dealing with local authorities, citizens, and representatives of the international community were instrumental in securing the safe return of over 2,000 displaced persons during a six-month period. At the time, this led historian David Bercuson to write in the National Post that Richard Martin and his company "can do no wrong". Being bilingual and simultaneously English- and French-Canadian helped in such an environment, because he understands the advantages of cultural diversity and how it can benefit multinational organizations.



Richard Martin, President