

New

Value.

Radically challenging the status quo to create new value.

About Stone Yamashita Partners

We are a leadership & innovation firm. We work with leaders to imagine—and then create—new value. We focus on your hard-to-solve problems. There are three ways we can engage together:

The Leadership Laboratory

Where great leaders come together with other great leaders to master the skills to face their hardest challenges—and most wonderful opportunities. Over the past decade and a half, we have developed a philosophy, a radical approach, curricula, and methods that help you successfully lead through the unknown—that is, opportunities that you, and your organization, have never faced before.

SY Partners Consulting

We have a diverse set of leaders within our firm who work side-by-side with you on your toughest challenges and most profound opportunities. We fuse creativity and logic to challenge the status quo to create new value.

The Prototyping Lab

Creating truly radical solutions requires courage. One way to bolster that bravery is to use prototyping techniques to envision, build, test, experiment, learn, and adjust your solution. The Prototyping Lab focuses on the prototyping of new business models, customer experiences, products, and services.

Stone Yamashita Partners

Keith Yamashita, Chairman
kyamashita@sypartners.com
Susan Schuman, CEO
sschuman@sypartners.com

SAN FRANCISCO
475 BRANNAN STREET, No. 100
SAN FRANCISCO, CALIFORNIA 94107
+1 415 538-6600

NEW YORK
290 WEST 12TH STREET, No. 9F
NEW YORK, NEW YORK 10014
+1 212 640-8487

TOKYO
OFFICE COMING IN 2009

www.sypartners.com

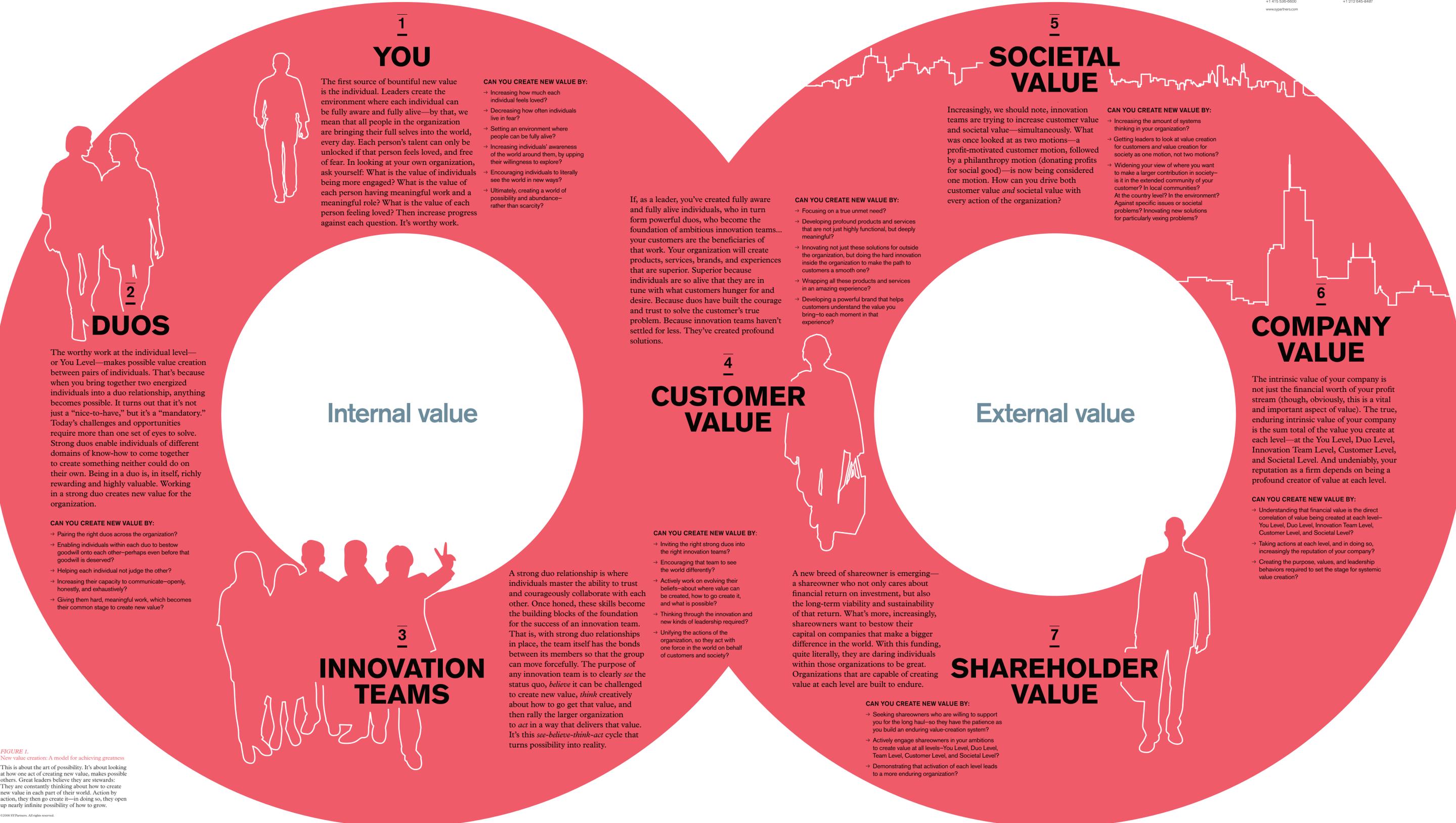


FIGURE 1
New value creation: A model for achieving greatness
This is about the art of possibility. It's about looking at how one act of creating new value, makes possible others. Great leaders believe they are stewards: They are constantly thinking about how to create new value in each part of their world. Action by action, they then go create it—in doing so, they open up nearly infinite possibility of how to grow.