Stephanie Woerner: I have a passion for doing research that is relevant and valuable for leaders in large companies. Our research helps them understand the challenges and opportunities they face and highlights actions they can take. My current work focuses broadly on three themes: one, how companies create more effective business models—how they make money; two, how companies become Future Ready, managing the organizational change that transformations entail—specifically, the actual processes of transforming a company and the roles and skills that leaders need to develop to effectively manage the transformation; three, and how companies develop effective digital investment practices and portfolios. The problems I'm drawn to research and that resonate most with our executive audiences are complex and difficult to measure. I generally study them with a combination of interviews, case vignettes, and survey research. The examples and case studies help our executive audiences understand how the findings and practices relate to their own experiences. And adding real-life impact of our frameworks.