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MEDIA COVERAGE

Named to the Thinkers50 Radar 2026, Louisa is recognised among thinkers whose ideas are shaping the future of leadership and business. She contributes to leading business publications on how executive teams steer transformation with clarity, judgment, and durable operating design in high-pressure conditions.

- Bloomberg BusinessWeek: How executive teams maintain strategic clarity, handle macro volatility, and navigate a rapidly changing workforce under pressure. Watch here
- CNBC Squawk Box: What many leaders interpret as market volatility is, in fact, strategic confusion — and what it demands of leadership now Watch here

- Fortune: A sharp lens on why transformation stalls—when inside constraints and outside assumptions collide—and how bridging them unlocks real progress. Read article Also picked up in AOL & Yahoo Finance
- Chief Executive: The AI market is being actively managed—and valuations are responding. Read
- Fortune: Davos Day One insights that surface the mood beneath the rhetoric, the risks leaders are quietly responding to, and where deliberate leadership action is now required to avoid strategic drift. Read article Syndicated by AOL & Yahoo Finance
- The World Financial Review: Global Trade is Volatile but Misallocated Attention is What's Costing Leaders. Read Article
- Fast Company: A sharp examination of AI's paradox: how its power to widen data visibility can fatally narrow human insight and judgment if left unquestioned. Read Article
- Financial Times: On how AI and data transparency can strengthen one of the world's most fragile and vital systems: supply chains -balancing long-term sustainability with immediate business impact. Read Article
- Chief: For Chief, the private network of senior executive women: in the AI economy you are either the landlord or the tenant, and most companies

spending millions on AI are just paying rent on someone else's building. How to know which one you are before the market decides. Read article

- Corporate Board Member: When a CEO transition fails, the failure rarely sits with the individual. It sits with the lens that selected them. Why boards screening for credentials keep missing the behaviors that actually predict success. Read article
- SmartBrief: On the distance between seeing the future and committing to one, and why certainty follows commitment, not the other way around. Read Article
- European Business Review: On why "familiarity narrows perception" and how leaders must unlearn legacy assumptions to find the "uncaptured company IP". Read Article
- Adweek: On strategic risks for AI in Marketing Read Article
- NACD Directorship: On why energy boards must shift from "making sure nothing broke" to being set up for the future and the board's role in cultivating long-term thinking amidst measuring the next quarter. Read article
- Agenda (Financial Times): Public boards have grown too comfortable in governance and reputation management -and what public directors can learn from private board service. Read article
- Smart Brief: On how vulnerability can be a leader's most strategic asset, transforming fear of exposure into clarity, collective intelligence, and resilient growth. Read Article
- CEOWorld: When leaders move faster than their organizations can think, exhaustion isn't personal — it's a design flaw. Read Article
- Finextra: A diagnostic look at why financial services' momentum is constrained less by technology than by how decisions, insight, and accountability are structured. Read article
- Built In: AI is rewriting how leaders diagnose problems and make calls. This piece breaks down the hard rules for keeping analysis sharp, bias visible, and decisions truly data-driven. Read article
- Chief Executive Magazine: On why traditional KPIs are losing power — and how leaders can shift toward metrics that reflect relevance, learning, and future value. Read article

- Quartz.com: On the rise of interim CEOs as catalysts for transformation, how the right questions, clarity of mandate, and system-wide adaptability can turn short-term leadership into lasting impact. Read article
- European Business Review: On how leaders can reclaim clarity and focus in times of turmoil and why transformation stalls without it, and how to shift from busyness to value. Read article
- Reworked: On the role of human consciousness in the age of AI, and why the real challenge is resisting convenience and awareness of when technology is codifying existing dynamics. Read article
- Quartz.com: Including my take on Walmart's CEO transition -clarifying the dynamics behind a well-timed exit and the leadership cues that follow. Read article
- Reworked: On the risks of overreliance on AI copilots -why pairing technology with human judgment is the only way to sustain trust, accountability, and performance. Read article
- CEOWorld: Vision only matters if it turns into value. A practical look at how mindset, design, and disciplined adaptability help leaders convert ambition into daily execution and measurable transformation. Read article
- Reworked: On eliminating the hidden cost of 'friction' by embedding governance as infrastructure, turning GenAI hype into realized, long-term ROI. Read article
- LAFFAZ: AI doesn't break culture, it exposes it. The contradictions your organisation has been quietly surviving on become undeniable at speed, and why the first honest conversation isn't about AI at all. Read article
- Packaging Tech on how leaders must protect their proprietary operational knowledge and align their organizational architecture so that AI serves as a strategic driver rather than a tool for efficiency that erodes core intellectual property. Read article
- Academic Publications: Featured in the DBLP Computer Science Index for work at the intersection of digital infrastructure, leadership, and business reinvention.
- Leadership Profile: Featured in business journal for rethinking global leadership models -proving how trust, flexibility, and strategic clarity can drive performance from anywhere. Read article

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- Bloomberg Business Week Daily A discussion on *Leadership Anatomy in Motion* -sharing live examples of how to see tense market moments in a wider context and steer effectively through complexity. Listen here
- The Brain Vault Podcast: You can't lead what you won't embody. Together we deconstruct the 'spine' of leadership and why most transformations freeze on the floor before they ever reach the market. Listen here
- Retail Transformers (Retail Razer): A sharp, dynamic dialogue uncovering why leaders confuse busyness with progress, and the hidden cost when a defensive CEO protects failing numbers instead of fixing the core experience. Watch here
- The Leadership Habit, Crestcom International: On how to Lead in a Polarized Workplace: building trust, curiosity and human agency through difference and uncertainty. Listen here
- Redefining AI: Shifting the AI conversation from generic tech adoption to strategic realism, exploring how to embed governance as core infrastructure so that GenAI drives realized, long-term ROI instead of just accelerating operational noise. Listen here
- The People Dividend Podcast: A deep dive into the hidden drag of organizational friction, contrasting defensive leadership with true collective intelligence, and why speed without alignment breaks execution. Listen here
- Remarkable Leadership Podcast: With Kevin Eikenberry discussing that while transformation is often viewed as a large-scale organizational issue, it is ultimately experienced and enacted by one person at a time. Listen here
- Partnering Leadership Podcast: Beyond the strategy deck: Why true transformation requires shifting your leadership identity and operating model before you touch the technology. Listen here
- Embracing Digital Transformation Podcast: In conversation with Dr. Darren Pulsipher on staying ahead of disruption through market awareness, experimentation, and leadership grounded in curiosity. Listen here
- Leadership Powered by Common Sense with Doug Thorpe: The Agile Spine: Why leaders must shift from giving answers to asking context-shifting questions Watch here

- The Strategy Skills Podcast: On why senior advancement stalls when leaders can't answer a simple question — why should you be the one to shape the future of this business — and how AI is exposing that gap faster than any performance review. Listen here
- SME Strategy & Management Consulting Blog: Reflecting with Anthony Taylor on the value of a diverse career and why the future of leadership rests on curiosity, clarity, and human understanding. Read here & Watch here
- Profiles in leadership podcast. Successful leadership transformation requires shifting from static management to "embodied motion" by aligning human identity with organizational strategy. Listen here
- The Career Evangelist On what it takes to grow into leadership, even before you get the title Listen here
- Tech Snippets In an era of rapid technological disruption, the most critical leadership skill is the art of "motion": the ability to act with clear strategic intention and conviction even when the path forward is not yet fully defined. Listen here
- Leadership on the Rocks Podcast: Exploring with Bethany Rees why every leader's most powerful tool is themselves, and how alignment across turns awareness into action. Listen here
- Innovation Meets Leadership podcast: Dissecting mindset shifts for modern leaders, revealing why the "right answer" isn't enough, bridging traditional & platform business, and tackling internal fears. Listen here
- The Business Strategist: On scaling insights, tackling short-termism, resistance to change, and lack of courage, and why true growth starts with the leader transforming themselves. Watch here
- Beginners Guide to AI: AI won't replace you, but bad leadership will. Listen here
- Win Make Give Podcast: On exploring how to shift focus from short-term success to the ultimate goal of cultivating a lasting legacy in both business and life. Listen here
- WSOU: Thank God For Monday Audioshow: On the dual mandate of modern leadership: empowering others to lead effectively by seamlessly integrating both technology and people. Listen here

- Cutting Through Podcast: Talking about what really happens when leaders cut through the noise? Exploring the tension, the choices, and the courage it takes in Cutting Through. Listen here
- Transform Talks Podcast: On leading systemic change through empathy, breaking down data silos, and enabling real transformation across industries. Listen here
- Tech Awards: On stage with marketing effectiveness expert Peter Field, discussing how diversity, courage, and technology shape future-ready organizations. Watch here

- Leadership Anatomy In Motion, Fast Company Press 2025. Available in Hard Copy, POD, and Audiobook
- Thinkers50 Official Profile (January 2026): Featured as part of the Thinkers50 Radar Class of 2026.
- NonFiction Book Award Medalist awarded on evaluated on depth, structure, and editorial discipline Read more here

Executive advisory and board inquiries: Louisa Loran

Press and media: Madison Scheuer

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QUOTABLE ENDORSEMENTS

"In a world obsessed with forward motion, ***Louisa Loran asks a far better question****: what are we actually moving toward—and is it worth it? Leadership Anatomy in Motion is a* ***timely reflection on the speed and noise of modern business, and a practical guide to reclaiming clarity, alignment, and thoughtful leadership*** *in the midst of it all. This book is both an invitation and a roadmap for any leader willing to stop, reflect, and lead with greater purpose."*

Dr. Marshall Goldsmith
Thinkers50 #1 Executive Coach
New York Times best-selling author of
The Earned Life, Triggers & What Got You Here Won't Get You There

"If there's one book you'll have to read this year it is Louisa Loran's Leadership Anatomy in Motion. ***A remarkable well timed exposé into the near daily dilemma any leadership witnesses as technology and AI creeps through*** *every crack in organizations.* ***A must read.****"*

Martin Lindstrom
New York Times best-selling author of 8 books including
The Ministry of Common Sense

"Leadership Anatomy in Motion is not just a powerful reflection on how we lead. It is a ***guide for driving results in high-performance, high-pressure environments****. Louisa Loran understands the link between grounded leadership and business success, and proves the case for leadership as a true competitive advantage in fast-moving, high-stakes contexts."*

S. A. Business Owner and Board Chairman
Former Fortune500 Executive

*"Leadership Anatomy in Motion c****aptures what much of the strategy literature misses: the powerful link between personal growth and strategic performance.*** *Louisa Loran's account is a must-read for leaders who want to* ***transform their organizations with joy and intent."***

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Felix Oberholzer-Gee
Harvard Business School Professor of Strategy

*"A **truly inspiring and rewarding read.***
An accomplished book that rightly stands on the global stage."
Kim Hundevadt
former Non-Fiction Publisher at Politiken
-a cornerstone of Scandinavian literature and journalism

*"Louisa Loran's Leadership Anatomy in Motion is a **brilliant guide for leading through complexity and change.** Her Visioning, Expanding, Steering, and Embodying framework empowers leaders to shape the future with clarity and courage. Essential reading for visionaries."*
Lars Tvede
Investor, Economist, Entrepreneur, Futurist and best-selling author