



## **Principled Innovation LLC Rebrands as Foresight First LLC with New Subscription Service Launching Soon**

RESTON, Va., Feb. 1, 2017 – On its fifteenth anniversary, Principled Innovation LLC announces a rebranding as Foresight First LLC (<http://www.foresightfirst.io>) and the pending launch of its "Foresight as a Service" (FaaS) subscription offering in spring 2017. The rebranding is part of a shift in focus toward strengthening the performance of association and non-profit boards through the consistent practice of foresight. Principled Innovation LLC's founder and former chief strategist Jeff De Cagna FRSA FASAE has assumed the role of executive advisor for Foresight First LLC.

"The depth, intensity and pace of societal transformation demands that associations and non-profit organizations design a fundamentally different approach to governing that focuses board attention on learning with the future," says De Cagna. "The time is now for boards, CEOs, senior executives and other governing contributors to shift their thinking about the meaning of stewardship for 21<sup>st</sup> century organizations. Foresight First LLC is dedicated to pursuing this critical work."

Since its founding 15 years ago, Principled Innovation LLC has had the privilege of working closely with a wide variety of associations and non-profit organizations across North America and around the world. Foresight First LLC will take this work to the next level by providing actionable insights on plausible futures, as well as supporting association and non-profit boards and other senior decision makers as they embrace the duty of foresight.

Going forward, Foresight First LLC will collaborate with association and non-profit boards on adopting a "foresight first" orientation to governing. This new perspective will reshape the identification, selection and orientation of directors, the governing process and the director experience, as well as board development and assessment. Foresight First LLC will continue to offer strategy and business model advisory, consulting and digital services.

Foresight First LLC's new Foresight as a Service subscription offering — available in spring 2017 — will provide boards, CEOs and other key association and non-profit decision makers with compelling intelligence and on-point learning resources in digital form for an annual fee.

As executive advisor, De Cagna brings over 25 years of experience working in and with association and non-profit organizations. He founded Principled Innovation LLC to challenge association orthodoxy and inspire boards, CEOs and other senior decision makers to pursue the generative work of transformation. He has also served on association and non-profit boards, including terms as chair and vice chair of an award-winning national non-profit organization. De Cagna has recently been elected to serve on the Hugh O'Brian Youth (HOBY) Virginia Board of Directors.

### **About Foresight First LLC**

Founded in 2002 as Principled Innovation LLC, the purpose of Foresight First LLC is to strengthen the performance of association and non-profit boards through the consistent practice of foresight.

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