



Serenidad[®]
C o n s u l t i n g

This month brings Serenidad Consulting's first decade to a close and with our 10th Anniversary on 11 January 2020 fast approaching it also heralds a new beginning for us as we look to the 2020's and beyond.

When I think of our key accomplishments over the last 10 years the following come to mind:

- We experienced 3000% (30 times) growth in our first 4 years of operation – unprecedented in the consulting industry – and grew from just me, to several hundred consultants across three global regions.
- We achieved [2 international trademarks](#), with Serenidad Consulting[®] US TM now in its first 'renewal' period after 5 years.
- Our [Tier 1 supplier status](#) was established within 6 months and we have been selected on numerous preferred supplier panels since.
- The rate of sole-sourcing of our specialist services in change management, risk management, facilitation, education and people-related programs has increased exponentially since inception.
- We provided the first female CEO/Owner from Australian Defence Industry to give a keynote address to a Defence governance forum.
- Serenidad Consulting LLC, whilst not currently operating until the USA reviews and improves its gun access laws, is structured to support future US-based work and I will also look to establish a NFP entity to support more of the peace negotiation and educational work that we know the USA is wanting us to bring.
- Our networks across the globe grow weekly and include key peacemakers, environmentalists, politicians, educators, UN personnel and diplomats.
- We have [developed and delivered a range of inspiring and empowering educational offerings](#), including tailoring content and delivering to government and private sector clients.
- [The books I have written, which are now published by Serenidad Consulting Pty Ltd](#) and distributed globally, have won over 70 awards.
- As another avenue for teaching about the right kind of behaviors, my first screenplay ("Empowerment" Fall 2018) was selected in the top 18% of screenplays in the Los Angeles International Screenplay Awards. *"Your script missed the Quarterfinals by a very narrow margin."*

So, where to from here:

This last year in particular has been challenging across a number of fronts, and globally, and it's been important for me to take time to review how best Serenidad Consulting[®] and The Peace Ranch[®] facilities and services can help prevent and also address the impact of societal pressures caused by:

- increasing levels of violence,
- the growing impacts of climate change,
- the level of corruption, selfishness and dishonesty evident across many governments and industries,
- the surge in human rights abuses, and
- a seemingly growing level of complacency to act with integrity or speak up about important topics.

I see our place continuing to be at the forefront, leading in [prevention-focused education](#), change management and facilitation, [peace negotiation](#) and [specialist consultancy services](#). However, I also see that what we deliver needs to address (first and foremost) the negative impacts of so much anger, hate, violence, intolerance and lack of empathy that is rising again in communities around the world. Our focus will therefore need to be on helping people, groups, communities, organizations and countries to identify where they can diffuse negativities and grow positive relationships, healing individuals in the process.

In support of **The Peace Ranch[®] 24/7 Approach to Building Peace**, from January 2020 our range of specialist Peace Negotiation services become available to our global clients, across all time zones. Using the power of the internet we will now provide real-time services that enable clients to also stay in their *selected location*, negating the need to travel and thus reducing our carbon footprints. A win/win all round.

Merry Christmas

Nola A. Hennessy
Founding Managing Director & CEO
20 December 2019