

# Authenica and LightStance Announce Strategic Partnership

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Cleveland Ohio –Authenica has expanded its highly regarded experiential learning and personal development offerings to include LightStance, a software platform that drives strategy for businesses. LightStance has created a unique methodology called StratAssist™ that helps companies develop and execute strategic plans via simplified software. Using well-established adult learning techniques, the process delivers significant ROI from projects with clients describing the program as “serious fun”.

Craig Lucas, Founder and President of Authenica, states “We believe there is no other program like LightStance in the market place where both a consistency of experience for this very important exercise is realized and an elevated experience for all involved that features efficient, cross-functional collaboration.” Lucas continues, “Authenica is intensely focused on delivering a standard of excellence with any program or service we endorse with the LightStance offering being representative of that commitment”.

Both organizations expect this initiative to expand existing relationships and serve as a catalyst to introduce new clients into the fold. Lamont Thurston, President of Lightstance, said - “Having known and respected Craig and his organization for many years, we are excited to deepen our relationship with Authenica and their virtual advisory team”.

## **About Authenica**

Founded in 2015, Authenica represents a multi-functional platform for human potential. Founded on “one of a kind” event experiences, built around the theme of excellence as a means of differentiation with the intent to educate and inspire attendees, the company offers programs and services for individuals and companies committed to excellence and total wellbeing.

## **About LightStance**

LightStance is a software solutions firm focused on driving strategy for businesses. Whether projects are self-directed or professionally facilitated, clients recognize the value in executive engagement, insight and the execution of plans they develop based upon their unique market positions.

## **Contact**

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