

About Booz Allen

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

For more information contact

Mike Delurey

Principal
delurey_mike@bah.com
703-902-6858

www.boozallen.com

MEGACOMMUNITIESSM Analytics

Providing Leaders with Tools to Tackle Global Challenges Together

Today, leaders of government, business and non-governmental organizations (NGO) face large-scale issues of unprecedented complexity—global climate change, rebuilding urban infrastructure, water scarcity, preparing for pandemics, dealing with aging populations, and maintaining quality of life in the face of globalization. These issues significantly affect national security, economic well-being, and the health and safety of citizens around the world.

Booz Allen Can Help You Be Ready for What's Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, works toward developing solutions to these mounting, multifaceted problems. We define our core mission as working with clients to deliver results. And more and more often in addressing these complex issues, we find ourselves repeating a mantra—it takes our MEGACOMMUNITYSM analytics approach.

MEGACOMMUNITYSM Thinking

Booz Allen's MEGACOMMUNITYSM service offering provides a fresh solutions-oriented perspective to address seemingly intractable problems—those often described as “wicked problems.” These are problems that are difficult to solve because of incomplete, contradictory information, and the constantly changing faces of the problem. Moreover, because of the complex interdependencies inherent in these issues, the effort to solve one aspect of a wicked problem may reveal or create other problems.

We have come to the conclusion that in many cases involving wicked problems, no one sector—government, business, or civil society—can solve these problems on its own. Each sector comes with its own expertise, skill set, and sphere of influence. Many of today's complex problems require us to find ways to blend these sector-specific advantages and join together. Booz Allen's MEGACOMMUNITYSM services provide our clients with the framework and structure to approach these problems.

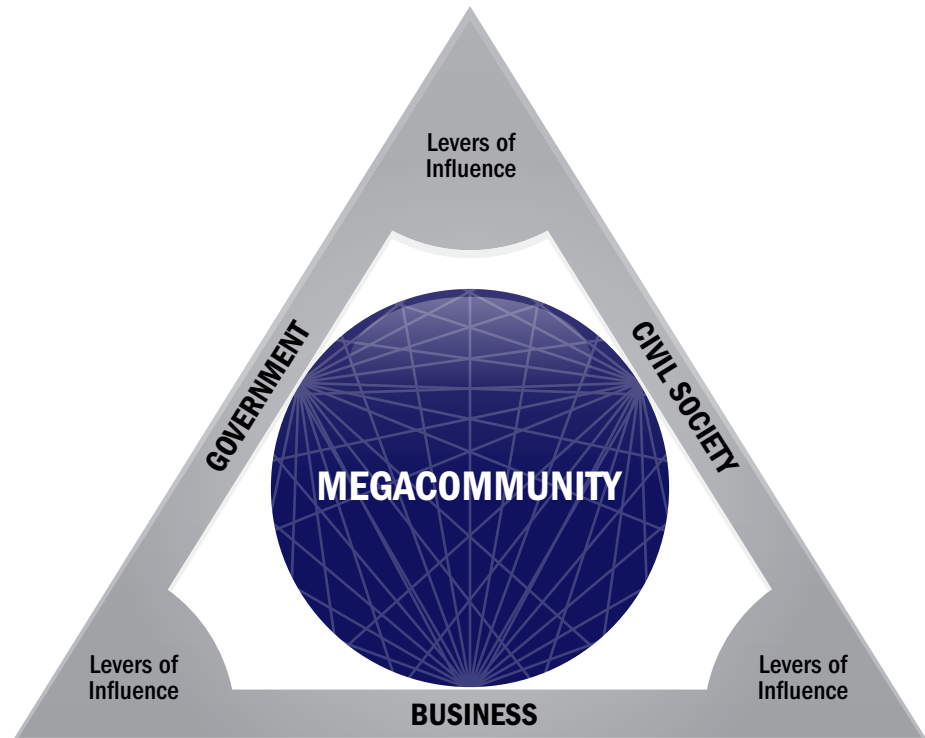
Ready for what's next. www.boozallen.com

Booz | Allen | Hamilton
delivering results that endure

Helping Leaders Translate Complex Problems into Clear Solutions

First described in the 2008 book authored by four Booz Allen vice presidents, our MEGACOMMUNITYSM service offering helps leaders to create the conditions to translate complex problems into clear solutions.

Our MEGACOMMUNITYSM analytics approach empowers collections of organizations whose leaders and members have deliberately come together across national, organizational and sector boundaries to reach the goals they cannot achieve alone. However, stakeholders are not asked to “change their stripes” to solve the problem. Engagement enables members to converge on the overlapping vital interest, provide input towards the group’s direction and to generate flexible structures that manage participation and maintain momentum.



This tri-sector engagement of similarly concerned organizations focuses on a clearly defined issue where the vital interests of those organizations converge. The network formed by our MEGACOMMUNITYSM approach focuses an issue so that it is more clearly defined (i.e., scaled down for action), but not so narrowly that it becomes oversimplified.

At heart, our MEGACOMMUNITYSM approach is an optimization opportunity, in which the entire system benefits. The ongoing “balancing of tensions” is a critical component in the overall approach. Members become involved to address their own interests in a coordinated way with others involved in the issue. Our MEGACOMMUNITYSM approach helps focus on “mutual optimized success” versus non-productive competition.

Whether you’re managing today’s issues or looking beyond the horizon, count on us to help you be ready for what’s next.