

# APPLYING STANDARDS & REFERENCE CONTENT

Apply Standards and Reference Content to Drive Performance, Minimize Cost and Maximize Value

## Enterprise & Industry Standards

Apply reusable best practices (what works well), industry practices (performance accelerators) and leading practices (outperforming and value patterns).

- 2. THE IMPORTANCE OF ENTERPRISE STANDARDS
- 4. DIFFERENTIATION OF LEADING PRACTICE CONCEPTS
- 5. HOW WE DEVELOP THE ENTERPRISE STANDARDS
- 6. THE BENEFITS OF APPLYING ENTERPRISE STANDARDS
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## The Importance of Enterprise Standards

LEADing Practice is an Enterprise Standards body that provides repeatable and reusable best practices (what works well), industry practices (performance accelerators), and leading practices (outperforming and value patterns). The Enterprise Standards are supported by integrable reference content that facilitates the executive's ability to influence organizational methods of thinking, working, modelling, implementing and governing. Thus, enabling the fulfilment of desired business outcomes.

Our Enterprise Standards and reference content are the result of years of international industry research and expert consensus on proven patterns. The reference content is methodology agnostic and vendor neutral, and can therefore be used with any framework, method or approach that an organization may already be using. The reference content has been carefully designed to be tailored and implemented by any organization, both large and small, regardless of the types of methods, products, services and activities with which they are engaged.

### The Enterprise Standards are developed in the following ways:

- Research and analyze what works in a repeatable way (best practices) as well as what unique practices are applied by leading organizations (leading practices in figure 1);
- Identify common and repeatable patterns that provide the basis for the LEADing Practice Enterprise Standards;
- Package the identified repeatable patterns into reference content that significantly increases the level of reusability and replication within the areas of enterprise modelling, enterprise engineering and enterprise architecture; and
- Extend with accelerators that adopt and reproduce the identified best and leading practices across all industries and organizations.

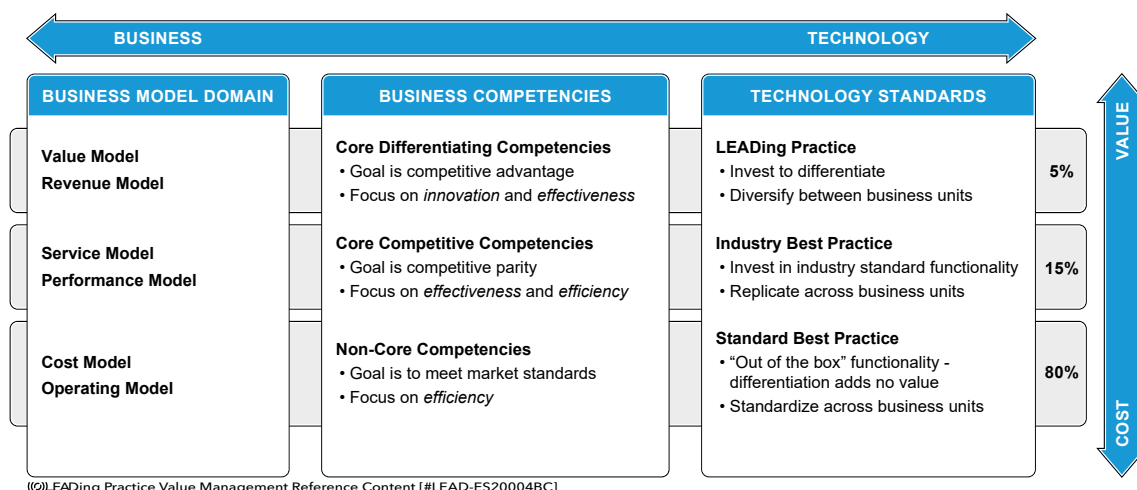


Figure 1: Where to apply Best Practice, Industry Practice and LEADing Practice.

## The Importance of Enterprise Standards

The Enterprise Standards are recognized as a paradigm shift to help decipher the complexity of organizations by working across disciplines such as Enterprise Architecture, Enterprise Modelling, Enterprise Engineering, and Enterprise Management. This is accomplished by using integrated artifacts (i.e. templates/models) that allows any practitioner to put everything into action. This interconnectivity unlocks the ability to capitalize on complexity with a new business outcome driven mindset, facilitated by the use of any artifact, allowing full control of engineered, modelled and architected concepts within their respective operating and performance models, including the cost, service and value models. This is seen as a unique and contemporary way of innovating, transforming and optimizing an organization.

LEADing Practice also specializes in developing Industry Standards that explore new ideas and reflect practical market requirements and how best to apply them. All industry reference content incorporates a continuous improvement approach that enables more than 5300+ worldwide practitioners and 52 industry user groups to actively participate in improving the existing standards. This approach introduces new concepts, adds artifacts, and explores new ways of aligning industry requirements with the most effective methods of engineering, architecting and modelling. We are also dedicated to the development of Enterprise Standards, and work in tight collaboration with many leading organizations from Fortune 500, governments, business schools, universities, research institutes, and other standards bodies such as ISO, CEN, MTRE, NATO, UNESCO, ISF, W3C, OMG, OASIS, and IEEE.

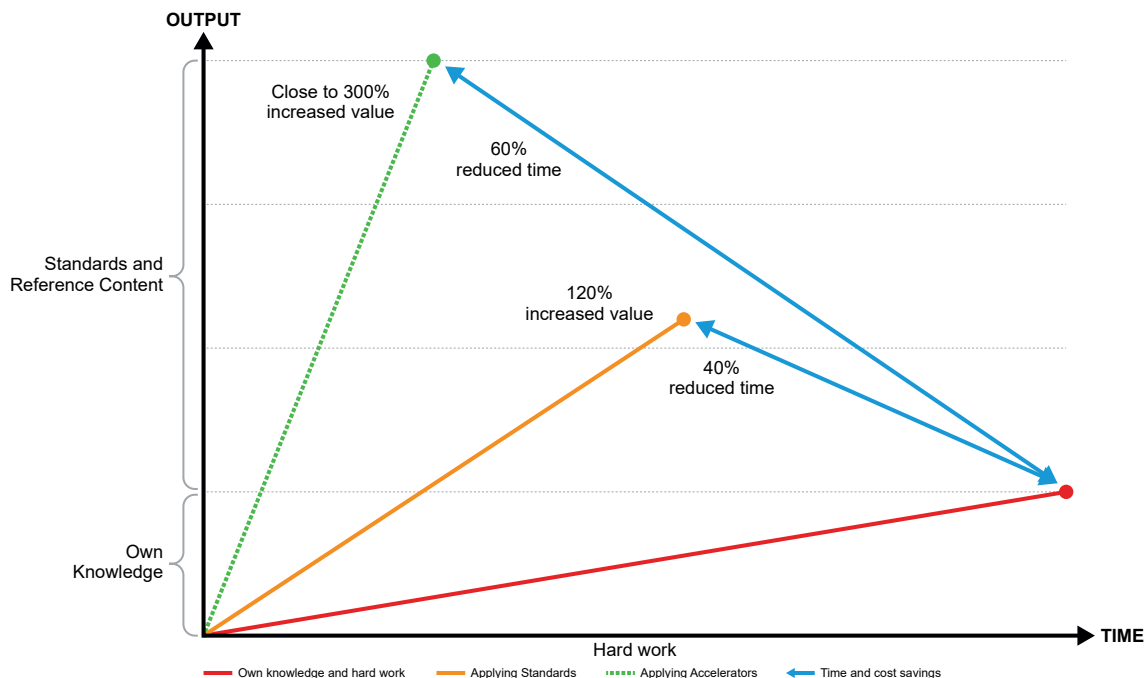


Figure 2: Adopt Standards and Reference Content to increase quality and value while decreasing costs and development time.

Once repeatable patterns has been identified (through output), even complex business and IT scenarios become simple to transform and align.

## Differentiation of LEADing Practice Concepts

LEADing Practice sets itself apart with an innovative methodology centered on structured pattern discovery. By categorizing practices into four types—worst, best, industry, and leading practices—it provides a comprehensive understanding of what works, what doesn't, and how organizations can excel. This systematic approach avoids the pitfalls of ad hoc methods, enabling organizations to achieve superior performance.

At its foundation lies reusable Reference Content, a game-changer in accelerating analysis, design, and development. Unlike traditional methodologies that offer limited or unstructured resources, LEADing Practice delivers tailored, reusable materials that save time, reduce costs, and boost quality. These tools create measurable value and drive consistent improvements. A hallmark of LEADing Practice is its cross-domain versatility. While traditional approaches are often siloed, this methodology applies across subjects and industries through an agile, object-oriented framework. This scalability allows organizations to address interconnected challenges with precision and adaptability.

The integration of enterprise modeling, engineering, and architecture ensures a holistic approach. By unifying these layers into a seamless framework, LEADing Practice overcomes the limitations of siloed methods, supporting large-scale transformations and operational excellence. Its approach to standardization is equally groundbreaking. Instead of relying on isolated agreements, it establishes reusable, high-value standards based on proven practices. These standards are practical tools designed to enhance performance and innovation.

Lastly, LEADing Practice shifts from consulting to empowering organizations with scalable, reusable solutions. By developing standards and frameworks organizations can implement themselves, it delivers lasting improvements in efficiency, quality, and value. LEADing Practice bridges gaps in traditional methods with its focus on agility, reusability, and measurable results, offering a truly transformative approach to enterprise success.

Aspect	Traditional Approaches	LEADing Practice Approach
<b>Pattern Discovery</b>	Not applied or Ad hoc	Categorized into worst, best, industry, and leading practices
<b>Reference Content</b>	Limited or absent	Reusable, used as accelerators, increases quality and value
<b>Focus</b>	Subject/Domain-specific	Cross-domain and subjects
<b>Methodology</b>	Static, rigid	Object-oriented, across layers, agile and scalable
<b>Enterprise Integration</b>	Siloed (modeling or architecture only)	Seamless combination of modeling, engineering, and architecture
<b>Standardization</b>	Own Standards or agreed-upon standards only	Standardisation based on repeatable and reusable best practices (what works well), industry practices (performance accelerators), and leading practices (outperforming and value patterns)
<b>Role</b>	Create solution based on consulting	Standardization organization



## How we develop the Enterprise Standards

Simply put, the lack of existing Enterprise Standards in the areas of:

1. Enterprise Management,
2. Enterprise Modelling,
3. Enterprise Engineering,
4. Enterprise Architecture,
5. Enterprise Information & Technology, and
6. Enterprise Transformation & Innovation

has created the demand for such a community.

The analysis and research done within the Global University Alliance - a group of 450+ universities, academics, researchers and industry professionals - has identified that the lack of repeatable standards imposes high cost, has a severe lack of innovation and often carries along with it many business process inefficiencies. The need to develop reusable and replicable patterns that can be implemented by any organization, both large and small, regardless of its products, services and activities is therefore incumbent.

The Enterprise Standards are the result of years of international academic research and industry expert consensus on repeatable patterns that can be reused and replicated. The Enterprise Standards are packaged as 'Reference Content', and is both agnostic and vendor neutral. They have been specifically designed to be fully tailored and implemented by any organization, both large and small, regardless of its various frameworks, methods, approaches, products, services and activities. The standards and their reference content describe the set of steps and procedures an organization needs to follow in order to replicate the ability to identify, create and realize value across any program, project or initiative.

Today, over 5300+ practitioners in the above 6 areas have developed and worked with our distinct 169 Enterprise Standards and 52 Industry User Groups.

## The Benefits of Applying Enterprise Standards

- **Gain Execution Focused Leadership**

Leadership Execution focused leadership means institutionalizing a disciplined approach towards alignment, enabling project execution throughout the organization. Gain advice on how to crack the code on complex issues to deliver desired business outcomes and strengthen your core competitive and core differentiating competencies.

- **Enable Strategy Execution**

Realize the value of executive briefing and receive peer to peer sessions with a thought partner who understands your role, structure and culture. The thought partner will help you outline how to achieve the desired business outcomes that keeps you on track. This is achieved through outlining a strategy execution roadmap for how your organization can apply and customize the reusable patterns (Enterprise and Industry Standards), while building competencies (learning by doing) in order to help you deliver better results as a team.

- **Fast Track Business Outcomes**

LEADIng Practice specialize in fast tracking your organization to deliver business outcomes in project execution through using and applying Enterprise Standards with appropriate reference content.

- **Align To Your Culture**

Address business culture aspects while transforming your organization by building competencies that structures your team's Way of Thinking, Way of Working and Way of Implementing. The Enterprise Standards will be fully tailored and customized to your organization's specific needs.

- **Applied Competencies**

The Enterprise Standards are applied and customized through training focused on project execution and learning while doing. The standards transform organizations from within by building competencies with usable hands-on reference content that enables any practitioner to identify, create and realize the needed performance and value.

- **Leverage Existing Investments**

Leveraging reference content from existing investments from others projects, programs and portfolios is essential. Our Enterprise Standards are fully integrated with other existing frameworks, methods and approaches such as ITIL, COBIT, PRINCE2, AGILE, TOGAF, Zachman, META, FEAF, SAP ASAP, Oracle AIM, BPMN, etc.

- **Capitalize On Complexity**

Once reusable and repeatable patterns have been identified, even complex and chaotic business scenarios become simple to structure and align. We are specialized in supporting executives and their teams to confront, simplify and capitalize on complexity to deliver desired business outcomes.

## The Benefits of Applying Enterprise Standards

We establish the needed clarity, focus and accountability of where to apply:

- **Best Practices** to improve and standardize the non core competencies by focusing on the Cost Model and the Operating Model.
- **Industry Practices** to improve competitive parity and standardize core competitive competencies by focusing on the Performance Model and the Service Model.
- **Leading Practices** to define and strengthen your competitive advantage and core differentiating competencies by focusing on the Revenue Model and the Value Model.

Each of the 169 Enterprise Standards are fully interconnected and integrated within frameworks, methods and approaches with supporting templates (maps, matrices and models) and accelerators. The Enterprise Standards also comes with semantic relationships, premade meta models (incuding meta object classification and categorizations) as well as architectural, engineering and modelling principles and rules. These tools provide a unique ability for organizations to leverage existing investments.

Our native integration and compatibility with other frameworks, methods and approaches enables standardization when applying reference content to your organization's programs and/or projects. Therefore, our reference content can be used with topics such as strategy, capabilities, roles, processes, services, technology and data; enabling operational execution across the Business, Information and Technology layers of the organization.

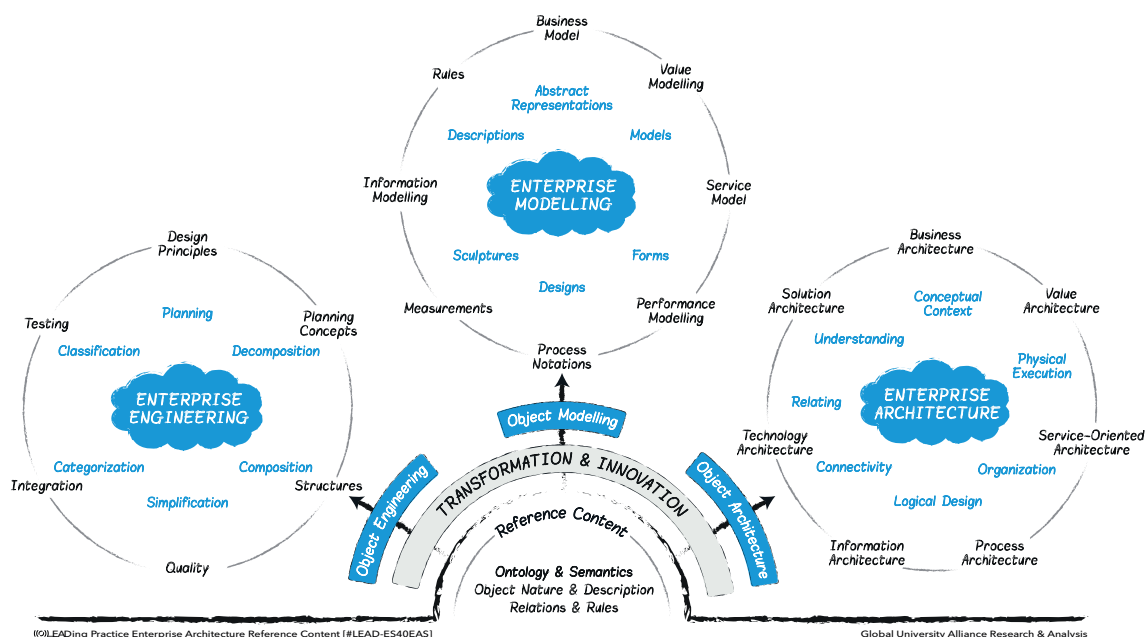


Figure 3: Enterprise Standards are recognized as a paradigm shift to work across disciplines.

## Enterprise Standards Reference Content

### Enterprise Standards:

#### 1 Enterprise Management Standards

Emerging Trends & Disruptive Forces  
 Strategy  
 Hyper Growth  
 Value Management  
 Performance Management  
 Executive Communication & Story Telling  
 Control Management incl. Evaluation & Audit  
 Planning Management  
 Procurement Management  
 Human Resource Management  
 Production Management  
 Product Management  
 Marketing Management  
 Selling & Sales Management  
 Call Center Management  
 Supply Chain & Logistics Management  
 Compliance Management  
 Risk Management  
 Governance  
 Portfolio Management  
 Program Management  
 Project Management  
 Financial Management  
 Cost Cutting  
 Policy, Procedures & Guidelines  
 Outsourcing  
 Contract Management  
 Culture  
 Deliver on Promise  
 Enterprise DNA  
 Roadmap  
 Race Inclusion

### Reference Content #

LEAD-ES10000PG  
 LEAD-ES10001PG  
 LEAD-ES10002BC  
 LEAD-ES10003PG  
 LEAD-ES10004PG  
 LEAD-ES10005EX  
 LEAD-ES10006GO  
 LEAD-ES10007BC  
 LEAD-ES10008BC  
 LEAD-ES10009BC  
 LEAD-ES10010BC  
 LEAD-ES10011BC  
 LEAD-ES10012BC  
 LEAD-ES10013BC  
 LEAD-ES10014BC  
 LEAD-ES10015BC  
 LEAD-ES10016GO  
 LEAD-ES10017ALL  
 LEAD-ES10018GO  
 LEAD-ES10019ALL  
 LEAD-ES10020ALL  
 LEAD-ES10021ALL  
 LEAD-ES10022BC  
 LEAD-ES10023ALL  
 LEAD-ES10024PG  
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 LEAD-ES10026BC  
 LEAD-ES10027ALL  
 LEAD-ES10028ALL  
 LEAD-ES10029ALL  
 LEAD-ES10030ALL  
 LEAD-ES10031ALL

## Enterprise Standards Reference Content

### Enterprise Standards:

#### 2 Enterprise Modelling Standards

Meta-modelling	LEAD-ES20001ALL
Capability Modelling	LEAD-ES20002CPG
Stakeholder Management	LEAD-ES20003EX
Business Model	LEAD-ES20004BC
Business Process	LEAD-ES20005BP
Process Flow	LEAD-ES20006PF
Revenue Model	LEAD-ES20007BC
Value Model	LEAD-ES20008BCPG
Service Model	LEAD-ES20009BCBS
Service Flow	LEAD-ES20010BCSF
Performance Model	LEAD-ES20011BCPG
Operating Model	LEAD-ES20012BC
Cost Model	LEAD-ES20013BCPG
Role Modelling	LEAD-ES20014BC
Competency Modelling	LEAD-ES20015BC
Measurement	LEAD-ES20016PG
Workflow	LEAD-ES20017ALL
Channel	LEAD-ES20018ALL
Case Management	LEAD-ES20019ALL
Event Model	LEAD-ES20020ALL
Technology Consolidation	LEAD-ES20021ALL
Digital Twin of the Organization	LEAD-ES20022ALL
Extended Sequence Flow	LEAD-ES20023ALL
Value Chain	LEAD-ES20024PGBC

## Enterprise Standards Reference Content

### Enterprise Standards:

#### 3 Enterprise Engineering Standards

Decomposition & Composition  
 Lifecycle Management  
 Testing  
 Requirement Management  
 Quality Management  
 Enterprise Sustainability  
 Agile  
 Categorization & Classification  
 Enterprise Tiering  
 Enterprise Ontology  
 Enterprise Taxonomy  
 Enterprise Semantics  
 Periodic Table of Enterprise Elements  
 Meta Objects  
 Enterprise Meta Model  
 Artefacts & Templates  
 LEAD Way of Structuring  
 Information & Systems Engineering  
 Data Monetization  
 Multiexperience  
 User Democratization  
 Human Augmentation  
 Blueprinting  
 Implementation  
 Enterprise Navigator  
 Packaged Business Capabilities  
 SMART City & Digital City  
 Productization

### Reference Content #

LEAD-ES30001ALL  
 LEAD-ES30002ALL  
 LEAD-ES30003SPADPI  
 LEAD-ES30004ES  
 LEAD-ES30005EM  
 LEAD-ES30006ALL  
 LEAD-ES30007ES  
 LEAD-ES30008ES  
 LEAD-ES30009ALL  
 LEAD-ES30010ALL  
 LEAD-ES30011ALL  
 LEAD-ES30012AS  
 LEAD-ES30013ALL  
 LEAD-ES30014ALL  
 LEAD-ES30015ALL  
 LEAD-ES30016ALL  
 LEAD-ES30017WS  
 LEAD-ES30018BCSAD  
 LEAD-ES30019DI  
 LEAD-ES30020ALL  
 LEAD-ES30021ALL  
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 LEAD-ES30026ALL  
 LEAD-ES30027BCBPSADPI  
 LEAD-ES30028ALL

## Enterprise Standards Reference Content

### Enterprise Standard and Reference Content:

#### 4 Enterprise Architecture Standards

Layered Enterprise Architecture  
 Business Architecture  
 Value Architecture  
 Process Architecture  
 Service-Oriented Architecture  
 Application Architecture  
 Information Architecture  
 Data Architecture  
 Platform Architecture  
 Infrastructure Architecture  
 Governance  
 Security Architecture  
 Cloud Architecture  
 Agile Enterprise Architecture  
 Technology Architecture  
 Composite Architecture  
 Workplace Architecture  
 Zero Trust Architecture  
 Serverless Architecture  
 Microservices Architecture  
 Containerized Architecture  
 Green IT Architecture  
 Circular IT Architecture  
 Resilient Systems Architecture  
 Scalable Systems Architecture  
 Chaos Engineering Architecture

### Reference Content #

LEAD-ES40001ALL  
 LEAD-ES40002PGBCPSI  
 LEAD-ES40003PG  
 LEAD-ES40004BP  
 LEAD-ES40005BS  
 LEAD-ES40006SAID  
 LEAD-ES40007BCSAD  
 LEAD-ES40008SAI  
 LEAD-ES40009PL  
 LEAD-ES40010IL  
 LEAD-ES40011GO  
 LEAD-ES40012CS  
 LEAD-ES40013CC  
 LEAD-ES40014ALL  
 LEAD-ES40015PLIN  
 LEAD-ES40016ALL  
 LEAD-ES40017ALL  
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 LEAD-ES40025ADPLIN  
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## Enterprise Standards Reference Content

### Enterprise Standards:

#### 5 Enterprise Information & Technology Standards

IT Strategy  
 Business Model of IT  
 IT Process Map  
 IT Center of Competency  
 Cloud Computing  
 Cyber Security  
 Knowledge Management  
 Artificial Intelligence  
 Robotic Process Automation  
 Analytics  
 Reporting  
 Application  
 Application Modernization & Optimization  
 Enterprise Resource Planning  
 Software Testing  
 Information Management  
 Data  
 Rule Modelling  
 Service-Oriented Computing  
 Platform  
 Infrastructure  
 Social Media  
 Distributed Cloud  
 Hyperautomation  
 Machine Learning  
 Robotic Automation  
 Smart Automation  
 Industry 4.0 Technology  
 Blockchain  
 Workplace  
 Digital Twin of the Organization (DTO)  
 Sustainable IT Practices  
 Green IT Operations  
 Business Continuity Management for IT  
 IT Portfolio Management  
 IT Vendor Management  
 IT Cost Cutting

### Reference Content #

LEAD-ES50001PG  
 LEAD-ES50002BC  
 LEAD-ES50003BP  
 LEAD-ES50004BC  
 LEAD-ES50005CC  
 LEAD-ES50006CS  
 LEAD-ES50007PGIDBC  
 LEAD-ES50008PGIDBC  
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 LEAD-ES50010PGIDBC  
 LEAD-ES50011PGIDBC  
 LEAD-ES50012SAIDBCBP  
 LEAD-ES50013SAIDBCBP  
 LEAD-ES50014SADIBC  
 LEAD-ES50015SADI  
 LEAD-ES50016BCIDSA  
 LEAD-ES50017DISABC  
 LEAD-ES50018PGBCSADI  
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 LEAD-ES50034PADPLIN  
 LEAD-ES50035PGBCSP  
 LEAD-ES50036PGBCSP  
 LEAD-ES50037PGBCSP



## Enterprise Standards Reference Content

### Enterprise Standards:

#### 6 Enterprise Transformation & Innovation Standards

Alignment & Unity  
 Change Management  
 Maturity Assessment  
 Continuous Improvement  
 Organizational Development  
 Optimization  
 Effectiveness  
 Efficiency  
 Reengineering  
 Root Cause Analysis  
 Transformation Benchmarking  
 Innovation  
 Alignment of Portfolio, Program & Project Management  
 Innovation & Transformation Blueprinting & Implementation  
 Transformation  
 Digital Innovation & Transformation  
 Industry 4.0 Innovation & Transformation  
 Health Check  
 Quicksan  
 Organizational Assessment  
 Product Innovation  
 Innovation & Disruption

### Reference Content #

LEAD-ES60001ALL  
 LEAD-ES60002ALL  
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## Industry Standards Reference Content

The LEADing Practice Industry Standards are set and collections of industry specific standards and reference content have been developed in collaboration between LEADing Practice and our Industry User Groups. They consist of organizations across all major industries today, and practitioners who have similar industry interest, goals, and/or concerns.

We currently have 10 Industry Standards that contain 52 sub-Industry Standards represented by Industry User Groups. Our extensive and powerful portfolio of Industry Standards are also packaged as 'Reference Content', readily available for implementation by any organization.

Industry Standards:	Reference Content #
<b>1 Financial Services</b>	
Central Bank	LEAD-IS10001
Commercial Bank	LEAD-IS10002
Insurance	LEAD-IS10003
Financial Markets	LEAD-IS10004
Real Estate	LEAD-IS10005
<b>2 Industrial</b>	
Aerospace & Defense	LEAD-IS20001
Automotive	LEAD-IS20002
Chemicals	LEAD-IS20003
Forestry & Paper	LEAD-IS20004
Metal & Mining	LEAD-IS20005
Construction & Materials	LEAD-IS20006
Electronics & Electrical Equipment	LEAD-IS20007
Manufacturing & Industrial Engineering	LEAD-IS20008
<b>3 Consumer Packaged Goods</b>	
Food	LEAD-IS30001
Beverage	LEAD-IS30002
Tobacco	LEAD-IS30003
Fashion & Apparel Goods	LEAD-IS30004
Retail	LEAD-IS30005
Travel & Hotel	LEAD-IS30006
<b>4 Energy</b>	
Oil & Gas	LEAD-IS40001
Alternative Energy	LEAD-IS40002

## Industry Standards Reference Content

### Industry Standards:

### Reference Content #

#### 5 Public Services

Defense	LEAD-IS50001
Finance & Treasury	LEAD-IS50002
Customs & Border Services	LEAD-IS50003
Foreign Affairs & Trade	LEAD-IS50004
Health	LEAD-IS50005
Agriculture & Food	LEAD-IS50006
Labor & Social Services	LEAD-IS50007
Energy & Natural Resources	LEAD-IS50008
Education	LEAD-IS50009
Environment	LEAD-IS50010
Tourism	LEAD-IS50011
Transport & Infrastructure	LEAD-IS50012
Justice	LEAD-IS50013
Culture	LEAD-IS50014
Local Government	LEAD-IS50015

#### 6 Healthcare

Health Care Equipment & Services	LEAD-IS60001
Pharmaceuticals	LEAD-IS60002
Life Science & Biotechnology	LEAD-IS60003

#### 7 Utilities

Electricity Utilities	LEAD-IS70001
Gas, Water & Multiutilities	LEAD-IS70002
Power Producers	LEAD-IS70003

#### 8 Transportation

Airline	LEAD-IS80001
Railways	LEAD-IS80002
Shipping	LEAD-IS80003
Postal	LEAD-IS80004
Logistical Service Providers	LEAD-IS80005

#### 9 Communication

Media & Entertainment	LEAD-IS90001
Telecommunication	LEAD-IS90002
Publishing	LEAD-IS90003

#### 10 High Tech

Software & Services	LEAD-IS10001
Technology, Hardware & Equipment	LEAD-IS10002

## Contact Us

We trust this information has provided a useful overview of our Enterprise and Industry Standards product portfolio.

If you would like to know more about Enterprise and Industry Standards, please visit our website at [www.leadingpractice.com](http://www.leadingpractice.com) where you can sign up for a live introduction to our standards.

You can also contact us by sending an email to [info@leadingpractice.com](mailto:info@leadingpractice.com).

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