

FACE TIME

A look at movers and shakers of the Metroplex – and what makes them tick.



David J. Lanners

Lanners, 55, is President & CEO of Dallas-based LCS International, Inc. which provides executive consulting and project management seminars.

- **Aspirations:** To become a member of the Horatio Alger Association of Distinguished Americans.
- **Best business decision:** Creating an executive consulting firm focused on improving inventory, quality, and project management practices.
- **Career highlight:** Rescuing the last American-owned manufacturer of heavy-lifting cranes a few years ago.
- **Career inspiration:** Observing the great George Burns look forward to working on his 100th birthday.
- **Community Involvement:** I served five terms as elected president of the Dallas Woodbridge Home Owners Association and currently serve on the Industry Advisory Council for SMU's School of Engineering.
- **Education:** I have a B.S.B. degree from the University of Minnesota and an M.B.A. degree from Harvard.
- **Dream car:** A Fiji blue Ferrari Enzo.
- **Family:** My wife, Donna Marie, and I recently celebrated our 34th wedding anniversary. Our son, Joseph, 32 and our daughter-in-law, Christine, have blessed us with a granddaughter, Natalie, 3, and another on the way.
- **Favorite restaurant:** Truluck's Steak and Stone Crab in Addison.
- **Favorite Web site:** www.ebay.com
- **First choice for a new career:** I'd be a Texas Ranger or FBI agent because law enforcement is honorable work.
- **First job:** When I was 12, I worked in the soybean fields pulling weeds and learned that working four rows at a time paid more than working two.
- **Future goals:** To author a book that tops the Wall Street Journal's best selling list in nonfiction and business.
- **Greatest Challenge:** Creating ways for others to develop the skills needed to stay employed in a global economy.
- **Hometown/childhood:** I grew up on a farm in southern Minnesota and then attended high school in Hopkins, MN.
- **Hobbies:** Indoor target shooting for immediate feedback and tree training as a creative way to learn patience.
- **Leadership style:** I model desired behaviors to encourage others to do their best in challenging situations.
- **Most influential book:** "The Origin of Consciousness in the Breakdown of the Bicameral Mind" by Julian Jaynes.
- **Most respected competitor:** In my profession it's McKinsey & Company.
- **Motto:** Excellence is a shortcut to joy.
- **Pet peeve:** Cynical pessimists.
- **Philosophy:** What we give to others is returned to us multiplied.
- **Role models:** My father, Ed, a printer, taught me the value of self-discipline, and my mother, Phyllis, a baker, taught me compassion. They modeled love.
- **Top three passions:** Speaking to public audiences, spirited dialogue, and listening to good music.
- **Word that best describes you:** I am confident that one word is "coach".
- **Worst business decision:** I set up a consulting practice in Austin, Texas, in 1985, before doing enough research.

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