

ARC Associates Launches Strategic Advisory Practice for Leaders Navigating Complexity

ARC Associates launches a strategic advisory practice focused on helping leaders create strategies that hold under real-world conditions.



Kobenhavn, Denmark Jul 20, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Strategic advisory for leaders operating at strategic inflection points.

ARC Associates helps leaders identify leverage points, shape future trajectories, and create the coherence required for strategy, governance, and transition to hold under real-world conditions.

We exist to help leaders shape futures that hold — integrating business, human, and systemic realities.

The greatest opportunities often emerge where business value and real-world conditions become increasingly coherent.

Founded by strategist and advisor Sandja Brüggmann, ARC Associates was established in response to a growing challenge facing organisations across sectors.

Organisations rarely struggle because they lack ambition, intelligence, resources, or strategic intent.

More often, strategy becomes disconnected from the realities that ultimately determine success: human capability, governance, incentives, capital allocation, market conditions, technological change, and broader system dynamics.

The result is fragmented signals, competing priorities, strategic drift, and increasing difficulty translating vision into durable outcomes.

"Complexity and volatility are increasing across business, technology, geopolitics, society, and the systems upon which organisations depend," said Sandja Brüggmann, Founder of ARC Associates.

"What leaders need to learn now is how to work with and navigate complexity rather than attempt to control it. Seeing reality as it is, navigating with systems intelligence and foresight, and shaping strategic trajectories under changing conditions require a fundamentally different operating system from the command-and-control approaches that shaped previous eras. Those approaches are increasingly insufficient for the realities ahead."

ARC Associates helps leaders create strategies that hold under real-world conditions.

The firm's work is grounded in two proprietary frameworks: **The Coherence Arc™**, a Theory of Change describing the developmental trajectory through which organisations create increasing coherence with reality over time, and **Synthetic Strategy™**, a strategic methodology for interpreting complexity, identifying leverage points, shaping trajectories, and designing transitions that hold under real-world condition

ARC Associates was founded on the observation that organisations rarely struggle because they lack ambition, intent, or vision. More often, organisational realities, governance systems, capital allocation, incentives, and day-to-day decisions drift out of coherence with the real-world conditions in which the organisation operates.

Through The Coherence Arc™ and Synthetic Strategy™, ARC Associates helps organisations create strategies that hold under real-world conditions and build greater coherence between strategic direction, organisational realities, business opportunity, and the conditions shaping their future.

ARC Associates builds upon more than two decades of work developed through The Passion Institute, supporting leaders, organisations, and initiatives across food systems, health, water, energy, education, life sciences, biotechnology, media, sustainable business, and the global B Corp community, including C40 Cities, Grundfos, Novo Nordisk, Chr. Hansen, Hempel, GoodBelly, and Sustainable Leadership Network.

The Passion Institute continues as the home of research, inquiry, education, dialogue, and the ongoing development of Synthetic Strategy™.

ARC Associates applies that thinking in practice, helping leaders navigate complexity, strengthen strategic judgement, identify emerging opportunities, and create greater coherence between vision, judgement, resource allocation, execution, and the realities shaping their future.

About ARC Associates

ARC Associates is a strategic advisory practice helping leaders navigate strategic and system transitions under conditions of complexity.

Working at the intersection of strategy, governance, capital, leadership, and system transition, ARC Associates helps organisations shape future trajectories, identify leverage points, and create the coherence required for strategy, governance, and transition to hold under real-world conditions.

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Source : ARC Associates

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