

## MEDIA KIT

# Lisa J Green

Resilience strategist · author · energy-transition entrepreneur

**Resilience Is a Design Decision.**

## ABOUT

### Building organisations that adapt, scale, and endure

Lisa J Green is the creator of the REACT™ methodology and author of **The Resilience Blueprint Playbook™** (October 2026). With more than 25 years as a serial entrepreneur across energy, green technology, and education, she helps organisations build to last — turning disruption into direction rather than damage.

She is Director and Strategic Investment Lead at 11Minds Energy, an AI energy-intelligence venture. She was part of the partnership that launched Green Hydrogen Hub Denmark, and co-founded Origin RM, which pioneered the UK's first degree apprenticeships in technology and engineering. Her work sits at the intersection of resilience, capital, and the energy transition.

## QUICK FACTS

FULL NAME	Lisa J Green
TITLE	Director & Strategic Investment Lead, 11Minds Energy
EXPERTISE	Resilience Intelligence · REACT™ Methodology · Energy Transition
BOOK	The Resilience Blueprint Playbook™ (October 2026)
EDUCATION	Columbia Business School — Digital Transformation
POLICY	APPG Hydrogen — Parliamentary Engagement (June 2026)
INDUSTRY	The Economist — Modernising the Energy Transition (Invited Attendee, June 2026)

## THE REACT™ METHODOLOGY

Fifteen questions across five pillars — the framework behind organisations built to last.

- R** **Revenue Alignment**  
Aligned with structural demand
- E** **Exponential Modularity**  
Scale without single points of failure
- A** **Adaptive Intelligence Loops**  
Convert disruption into direction
- C** **Community-First Intelligence**  
Networks create scale and credibility
- T** **Transformative Delivery**  
From idea to infrastructure to impact

**THE BOOK****The Resilience Blueprint Playbook™**

Coming October 2026

The definitive guide to building organisations that adapt, scale, and endure. Built around the REACT framework and the Resilience Intelligence Loop, the Playbook translates resilience from a buzzword into a design discipline — a practitioner's manual written from inside the work, for founders, operators, and investors navigating complexity.

**INTERVIEW & SPEAKING TOPICS**

- Why resilience is a design decision, not a personality trait
- The REACT framework: five pillars for organisations built to last
- Human judgment and AI in the energy transition — what stays human, what scales
- What the energy sector gets wrong about adopting AI
- Turning disruption into direction — resilience for founders and investors

**Press & Speaking Enquiries**

For interviews, podcasts, keynotes, and partnerships.

Book a 15-min press call: [calendly.com/lisa7green](https://calendly.com/lisa7green)

Web: [lisajgreen.com](https://lisajgreen.com)