



## Rich Horwath Fact Sheet

### Bio

As author of the bestselling book on strategy *Deep Dive: The Proven Method for Building Strategy, Focusing Your Resources, and Taking Smart Action*, Rich Horwath is arguably the most in-demand strategic thinking expert in the world today. Executives at the globe's top companies are already calling his book the most valuable one ever written on strategic thinking. His keynote speeches and workshops are often delivered to standing room only audiences where he empowers business professionals to crack the code on beating the competition.

General media audiences are also embracing his messages on applying strategic thought to gain advantage in everyday life. Horwath is president and founder of Strategic Thinking Institute, [www.strategyskills.com](http://www.strategyskills.com), and a professor of strategy at Lake Forest Graduate School of Management in suburban Chicago. He is also a former chief strategy officer. Horwath has written four books and more than fifty articles on strategic thinking, and pens a blog called Strategy Espresso. He also writes the monthly e-publication *Strategic Thinker* which is read by thousands of executives and academicians internationally.

Horwath has been profiled in business publications around the world including *Investor's Business Daily*. As a seasoned and compelling television guest, Horwath is armed with thought provoking opinions on where strategy fits in to just about everything from the latest news in business, to politics, sports competition, and family life.

### Quick Facts

- Strategic Thinking is the #1 most valued skill in leaders today
- 90% of managers have had no training on strategy
- 50% of bankruptcies are caused by bad strategy
- Only 3 out of every 10 managers are strategic
- 90% of managers waste their resources on ineffective activities
- Companies without clearly defined strategies are beaten by their competitors by 304% in profit margin, 332% in sales, and 833% in total return to shareholders over a ten year period

Links -To see more about Rich Horwath's work please visit [www.strategyskills.com](http://www.strategyskills.com). You can sign up for Rich's blog, Strategy Espresso, at the site.

Media Contact - To schedule an interview with Rich Horwath please contact Amy Hesser at Pipeline Media Relations. [amy@pipelinemediarelations.com](mailto:amy@pipelinemediarelations.com) and 312-933-8324.