

## Client Comments and Results: Rich Horwath

“Your strategy program was inspiring and right on point. I observed that my team was able to take the concepts and tools you presented and immediately apply them in our meeting. Your practical explanation of some rather intangible concepts made the difference. I honestly believe that all participants left this week as better "strategists" with a clear understanding of how strategic thinking is an ongoing process that, when properly employed, will lead us to the competitive advantage we seek.”

**Steve Lamb**  
**President & COO**  
**Mizuho**

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"Thank you for an excellent program on strategic thinking and strategic planning for Pfizer's management team. Your professional and engaging presentation style combined with an expert command of the subject of strategy met and exceeded Pfizer's high expectations. Most importantly, the region's managers were able to take the information and tools you presented and begin implementing them the following week to positively impact their business. Your “espresso shot of strategy” resonated very well with the people who most significantly impact our customers. Great job!”

**Dan Linden**  
**National Director**  
**Pfizer**

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"Thank you for facilitating an outstanding strategic thinking session with our top CEO customers within our industry. The CEO's believe that the program provided them with tools that will allow them to be more effective strategists. In addition, we received a lot of praise about your knowledge in the field of strategic thinking and your ability to deliver the information at the right level. Thanks again for a great program."

**Dean Gregory**  
**Vice President, Strategy**  
**Baxter Healthcare Corporation**

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“Rich is a very effective presenter and focuses on engaging his audience while at the same time challenging them to think differently. The combination of his strategy expertise, ability to listen and tailor a program to meet our needs and provide tools resulted in advancing our organizational competency in strategic thinking.”

**Lisa Hempy**  
**Director**  
**Amgen**

“Every senior executive who attended the *Strategic Thinking for Competitive Advantage Workshop* felt the workshop was extremely valuable. Through a series of activities and modeling, Rich’s workshop provides the tools for strategically thinking through the business and channeling the resulting insights into an action plan to achieve an organization’s goals and objectives. The C-Level executives rated Rich’s content and effectiveness as a presenter as ‘excellent’ across the board.”

**Marti Hayes**  
**Americas Partner Marketing**  
**Progress Software**

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“Rich is the author of an outstanding book on strategic thinking entitled, *Deep Dive*. He is extremely knowledgeable on the topic of strategic thinking and has a knack for teaching the fundamentals to others. He is a dynamic speaker who demonstrates key learnings extremely well. Rich has developed a Strategy Vault of Strategic Resources to sustain his training. I have enjoyed working with Rich.”

**Terry Walsh**  
**Associate Director Leadership Training**  
**Novartis**

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“Rich does an excellent job in assisting individuals throughout various levels of an organization understand that while strategy is a somewhat abstract and intangible concept, there are a variety of tools and methods available to practically apply it to their business. His presentations and workbooks are thoughtfully constructed, understandable and useful in leading a group through a comprehensive and objective analysis of their business that ultimately results in action plans focused on differentiating themselves from the competition. His grasp of the topic of strategy along with a comfortable and upbeat presentation style is effective in facilitating strategic thinking and strategy skills development.”

**Jerry Casey**  
**Senior Vice President**  
**Genzyme Diagnostics**

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"Thank you for delivering the Keynote Speech at our North American Partner Kickoff Meeting. Your session on Strategic Thinking for Competitive Advantage was entertaining, thought provoking and yet practical for a large audience of senior executives. It was exactly what we hoped for and was a big hit with the audience."

**Bob Palumbo**  
**Vice President, Partner Development**  
**Progress Software**

“I wanted to thank you for your superb presentation at the Society of Human Resource Management National Strategy Conference. For me, it was by far the most memorable, most educational, and most dynamic of all the sessions I attended. You took a complex topic and condensed it into an easy-to-understand and entertaining event—a task not achievable by many. You are a gifted and dynamic teacher and I am thankful to have had the opportunity to sit under your instruction.”

**Tami R. Spear, SPHR**  
**Director of Human Resources**  
**Avis**

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“In today’s quickly changing business environment, the development and utilization of strategic thinking and planning skills are essential. Rich Horwath helped us take all that is typically generalized by “strategy” and turn it into practical solutions for our management, and eventually, our entire company. In a relatively short timeframe, Rich helped us utilize a common set of tools and a common language to develop a consistent strategic understanding throughout our organization. We now have a repeatable process to capture key business insights, ensure strategic alignment, develop the company’s leaders of tomorrow, and most importantly, profitably grow our business. Rich did an outstanding job working with our strategic team. He allowed us to explore, question and learn, all the while pushing the team forward to meet our objectives and goals. Our efforts with Rich are already well worth it and we fully expect this work to pay very good dividends down the road.”

**Tim O’Connor**  
**Controller**  
**Bangor Hydro Electric**

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“Securing Rich Horwath for our keynote presentation and full day working session with association chief staff executives in July was the best decision I’ve made in a long time. He was superb to work with in preparing for the event and then gave such dynamic presentations that people were leaving wanting more. If you are looking for someone to help your audience be more successful, this is the speaker you need. He even tailored a program just for us!”

**Cheryl Ronk**  
**President**  
**Michigan Society of Association Executives**

“Rich's strong knowledge in the area of strategic thinking and how it applies to business has been invaluable. He has proved the organization with the blueprint for developing and executing a successful business strategy. I've worked with Rich on three separate occasions and wouldn't hesitate to use him again.”

**Richard Locke**  
**Vice President, Supply Chain**  
**Alcan Packaging**

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“Rich presented a program on strategic thinking at Association Forum's Annual Meeting for CEO's and senior level association executives. His program was very well received and numerous attendees expressed interest in hiring him to do work for their organizations. I highly recommend Rich as a presenter and educator!”

**Christie Tarantino**  
**President & CEO**  
**Association Forum of Chicagoland**

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“I appreciated your ability to teach/facilitate/moderate and move us through the strategy development process in a productive fashion. Your modular and highly tailored approach of the process to our business fits our needs nicely. Thank you for your preparation and hard work in navigating our team through the strategy development process. One year later, I can say that your work had a dramatically positive impact on our business. In addition to the strong strategic plan we developed, you infused a new mind set into our organization that has created the strategic discipline to make important trade-offs and has unleashed a powerful energy of confidence. You’ve truly made a difference to our business.”

**Don Pogorzelski**  
**President**  
**Genzyme Diagnostics**

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"Rich spoke to the Young President's Organization as part of our education series "What is mY POtential". Rich provided an outstanding presentation on strategic thinking and planning. The presentation was very interactive and we received tremendous feedback from our members. We would highly recommend Rich."

**Rob Wilson**  
**Education Chair**  
**Young President's Organization**