



Client Comments on Working With Rich

STRATEGIC THINKING & PLANNING WORKSHOPS

"I learned more useful and practical strategy tools in one day with you than in five days at the Wharton Executive Education Program on Strategy. Your Strategic Thinking workshop was much more of what I was looking for: one day of using practical tools to help develop a strategy. I can envision using what you taught us immediately with my team for next year's planning."

Michael Tomcsanyi, National Director, Sunovion

"I highly recommend Rich if you or your organization want to increase your strategic capability. Rich takes the complex topic of strategy and provides a straightforward framework and practical resources to advance strategic thinking. Rich led a strategy workshop at the Intel Leadership Conference and the executives were able to take his 3A Strategic Thinking framework and immediately apply it to real business challenges."

Kristin Porter, People Talent, Intel

"Rich Horwath and the Strategic Thinking institute have given us a common language to talk about strategy along with a clear and concise process for developing strategic direction. Our business leaders have embraced the approach and are using it to drive meaningful results for the company. If you are looking for a way to elevate your team's strategic thinking and planning skills, the Strategic Thinking Institute will exceed your expectations. Since our initial workshop with Rich, we have partnered with him over the past 10 years to facilitate our key leadership team meetings and provide strategic coaching to our executive team."

Erin Stucky, President and CEO, Blue Cross and Blue Shield of Kansas City

"Rich's Deep Dive Strategic Thinking session with our global leadership team was incredibly valuable, serving as a springboard for our strategic planning process. The session provided my executive team with a methodical way of thinking about strategy and the tools to do so. There has been an immediate impact in the elevation in the way in which my team is thinking about strategy for the long-term health of our business. I give Rich my highest recommendation."

Taryn Owen, President & CEO, TrueBlue

"Rich Horwath did an exceptional job at helping our organization take a Deep Dive into how we were looking at strategy and planning. Since our Deep Dive session with Rich at our National Meeting, we have received feedback throughout the organization that it was the best session they have ever attended. The skills and tools have immediately made an impact on our organization."

John Berrios, Vice President of Commercial Operations, Bayer



“We have worked with Rich and the Strategic Thinking Institute for 10 years. We have searched high and low for other Strategy programs, and none come close to the content, expertise, and delivery that Rich brings. Beyond his workshops, he offers ongoing support/consultation, and he REALLY means it! Rich helped me to prepare a strategic plan to be delivered in front of hundreds of people and his coaching allowed me to show up at my best. You will not find better programs on Strategic Thinking anywhere. Rich is a true partner.”

Alison Pulte, Director of Leadership Excellence, Novartis

“Strategic Thinking Institute – Bravo!!! We completed a rigorous process with our leadership team on creating our next Strategic Plan guided by Rich Horwath. Rich’s methodology which he employs was an excellent way to examine all sides of our current business and build future plans thoroughly with our team. It was evident early on that we needed to trust the process as what Rich has developed is a unique way to look at our business. We also needed to learn what it means to think strategically to build an effective plan in today’s business climate. We highly recommend Rich! His way of working with our team was very impressive as he guided us through new territory to build a holistic plan for the next 3 years.”

Tim Brown, Chief of Staff, MPS Egg Farms

“I wanted to thank you for your leadership and facilitation during last week’s strategy session. It was a valuable experience for our team. One of the biggest impacts was your ability to connect strategy across all levels of the organization. For a company like ours that is still maturing in strategic thinking, that alignment is critical not just in defining strategy, but in ensuring it can be understood and adopted broadly. Your ability to guide the team to work through the thinking themselves, rather than providing the answers, helped build stronger ownership and deeper understanding. A few additional things that stood out:

- You brought structure and clarity to strategy which can often feel like an abstract topic.
- You helped the team simplify complex ideas into actionable thinking.
- You kept the group focused on making choices, which is an area we need to continue to build as a leadership team.
- You balanced challenge and encouragement in a way that pushed the team forward without losing engagement.

Overall, the session helped move us from talking about strategy to thinking more strategically as a team, which is an important step forward for our organization. I appreciate the partnership and look forward to continuing the work.”

Brad Horn, SVP Sales & Marketing, Lighthouse Foods



"I appreciated the way you jumped right in during our strategic thinking and planning workshop and challenged the team to think about our business, markets, and competitors. Within a short period of time and for the balance of the workshop, you kept the team highly engaged, and did a great job of pushing them to think differently, and honestly about what makes FXI different (or doesn't)! In a remarkably efficient way you were able to get our Executive Team to reframe how we think about our business and the changes we will have to focus on if we want to stay relevant and successful."

Harold Earley, President & CEO, FXI

"Rich is one of the top global thought leaders on strategy. His interactive Deep Dive Strategic Thinking Process helped our leadership team develop their strategic thinking skills, and their strategic action, and execution skills. His approach was tailored to our specific business issues and his delivery was practical and easy to grasp."

Carl Willis, VP, Human Resources, ATK

"Rich's Strategy Workshop for our key account managers was one of the most impactful and practical sessions at our National Sales meeting. He expertly translated strategy from concept to execution, giving our teams a clear, structured approach to navigating complex hospital accounts with confidence and discipline. What set this workshop apart was its relevance. Rich took the time to understand our business, our customers, and the real-world challenges our field teams face. The content was engaging, highly interactive, and immediately applicable, equipping our Key Account Managers with tools they can use to drive strategic conversations, align stakeholders, and create differentiated value. Most importantly, the workshop elevated how our teams think about strategy—not as a one-time exercise, but as a continuous, customer-centric way of operating. The feedback from the team was overwhelmingly positive, and the impact will extend well beyond our NSM. One year later, I can say our plans are 1,000% better because of the tools and techniques Rich helped us implement. I highly recommend Rich as a strategic partner and facilitator for organizations looking to strengthen strategic capability and execution."

Nicole Short-Meissler, Senior Regional Sales Director, Nestle Health Science

"I wanted to thank you for the Strategic Thinking Session you did with our Leadership Team. The content, your delivery, and materials you shared were very impactful and I am confident our team has, and will continue to, benefit from it. I have personally heard lots of positive feedback and comments coming from the team about your session and how they are incorporating their learnings going forward. Thanks again, and I look forward to working with you again soon!"

Mark Romano, President of Taco Bell, Flynn Group



“The Strategic Thinking & Planning program you led was great and time incredibly well spent! It gave us the space to step out of the day-to-day and sharpen how we think, not just what we do. The alignment we built and the discipline around decision-making and prioritization will pay dividends well beyond the week itself. Strengthening our strategic muscle in how we think, delegate, and make decisions positions us to lead with greater clarity and confidence. That kind of capability building is exactly what we needed. The strategy workshop was a valuable reset and refinement point for us as a leadership team. We didn’t just talk strategy, we improved how we approach it. That clarity and shared understanding will help us move faster, stay aligned, and execute at a higher level.”

Kelly Prior, President & CEO, Litehouse Foods

“Rich, thank you for working with our senior executive team to help make us better. I really have enjoyed the sessions and have gotten a lot of valuable insight, tools and frameworks to better help BCI succeed. These executive strategy sessions have given us very valuable frameworks and tools we can use to help us focus on the right things at the right level. The workshops have also given us some confidence that we can effectively lead the company in developing and implementing its strategic plan. The sessions have also allowed the senior team to have some of the tougher conversations that weren’t happening and given us the ability to continue to have those conversations in a safer context of what is best for the company and what is and isn’t adding value to the company. I look forward to future sessions.”

T. Ralph Woodard, Jr., EVP and Chief Financial Officer, Blue Cross of Idaho

“As an HR and People Leader, I’m always looking for ways to better align talent strategy with overall business goals—and the Strategic Thinking and Planning program led by Rich Horwath was an incredibly impactful experience. His approach to strategic planning, especially through the GOST framework (Goals, Objectives, Strategies, and Tactics) from his book STRATEGIC, brought a level of clarity and discipline that directly applies to leading people and organizations. It helped me think more intentionally about how HR initiatives connect to broader business outcomes, and how to translate strategy into meaningful, measurable actions for teams. What I appreciated most was how practical and actionable the session was. The tools and frameworks aren’t just theoretical—they’re immediately applicable, whether you’re shaping culture, driving engagement, or aligning leadership around key priorities. For any HR or People Leader looking to elevate their strategic impact and better connect people strategy to business results, I highly recommend this program.”

Melanie Rydalch, CHRO, Litehouse Foods



"Rich, your Strategic Thinking workshop is best in class and highly recommended for all levels of leadership. Well designed, highly effective, and interactive."

Rasheeda Clark, President of Wendy's, Flynn Group

"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 & CEO, Mizuho

"I thoroughly enjoyed the Deep Dive Strategic Thinking and Planning session as well as your book. We are working hard to implement the techniques we learned. There is a simple elegance in your strategic thinking framework, and application requires effort to do things differently than we have done in the past. Unlocking the true value of the program will come in the discipline to drive it throughout our entire organization. Most important, it is causing us to think and approach things differently. Huge value!"

Don Sawyer, Senior Vice President, Bayer

"Rich is a true professional who delivers energetic, impactful and practical workshops and seminars. Rich's Deep Dive Strategic Thinking program provides a framework that is easily understood and applied for immediate results."

Joe Palumbo, Director, HR-Organizational Development, Novartis

"Over the years, I have participated in a number of programs on strategic thinking, including a multi-day American Management Association seminar. All of these have fallen short in comparison to your program. Your expertise in this area of strategic thinking and planning is clearly reflected in your excellent course content, design and facilitation."

Sabine Stolle-Dobrott, Executive Director, Training & Development, Sunovion

"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 expertise 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, President, Medical Devices, Fresenius Kabi



"Rich's sheer expertise and dedication in the field of strategic thinking is unparalleled. He is truly a dynamic professor, combining a variety of media to convey valuable concepts and deliver classroom content in a thought-provoking and engaging manner."

Jeanna Lee, Product Manager, Grainger

"I want to express how fantastic these strategy sessions have been and how challenging they are. This is a reflection on you and how you have been a tremendous facilitator/instructor to work with....BIG thank you!"

Kasy Fierstos, Construction Manager, MPS

"I have been in the pharmaceutical industry for 20 years and felt the day with Rich was priceless!!"

Doug Pace, Director of Marketing, Insys Therapeutics

"What separates Rich Horwath from other strategy resources is that he presents the subject in a very understandable, relevant and practical manner. Those who attend one of his sessions find that they can immediately apply strategy tools and concepts to their business. His Strategic Thinking Training program is an excellent business resource that outlines a clear roadmap for any manager to immediately improve their strategic efforts."

John Wandishin, VP of Marketing, Brother International

"Rich's Strategic Thinking program was perfect for our needs to provide professional development on strategy. He went above and beyond to tailor his Strategic Thinking workshop to fit our business challenges. He weaved relevant tools and examples into the content and his delivery was enthusiastic and engaging. His 3A Strategic Thinking framework is definitely a credible and logical way to think strategically and solve problems. We asked for a highly relevant and interactive session - and he delivered."

Chris Bevel, Customer Experience Marketing Advisor, FedEx

"I participated in your Strategic Thinking class yesterday and I cannot speak highly enough about the content, delivery and overall presentation! I told my manager that in all the 17 years I have been in the Pharma industry, this class was the most interesting and most appropriate class I have had the opportunity to take. Thank you!"

Beth Petersen, Regional Account Manager, Sandoz BioPharma



"I found the strategic thinking session to be very helpful by not only facilitating discussions around current business issues and opportunities but most importantly providing the sales manager with the tools to implement strategic thinking with their teams on their own. While this was the second time as a participant, it really allowed me to reflect more in-depth about our organization's strategy review process and ways which we can drill that down to the territory level. Excellent session!"

John Torpy, National Sales Director, Assertio Therapeutics

"Thanks for your insight and experience in this critical area of business. "Strategic Thinking" are words you hear often in every business, but rarely do you see a person with the ability to make it simple; you did this for us! You got us to THINK: step-by-step and before we knew it, we were on our way to developing better strategic plans. Great job on the facilitation and learning principles. This was an 8-hr session and it flew by!"

Dan Orizotti, Director, Training & Management Development, Depomed

"Every senior executive who attended the *Strategic Thinking for Competitive Advantage* program felt the session 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

"Rich thanks for the great week and experience! I've been through a few of these types of trainings and working sessions. I think you did a great job of getting to know us in order to understand where to push us forward in our growth as a leadership team to think about our strategy. For me the few days was the perfect mix of working sessions at our table and learning the concepts from your book and trainings. The latter wasn't too much of a lift due to the previous work and learnings from you and that helped me lead the table through the exercises and allowed them to grow more into what we needed as we applied the concepts. I walked away refreshed, not fatigued mentally by the material, and with a new perspective on application of these strategy tools and techniques."

Matt Burrows, VP Finance & Accounting, Litehouse Foods



"I wanted to thank you again for the outstanding Strategic Thinking workshop you led with my team. The feedback has been nothing short of outstanding. We were particularly impressed by how well you knew our business and applied the principals laid out in your book to the current issues we are facing. The team walked away with a new sense of empowerment to say "No" to the many competing demands and really focus on those that would create a distinct competitive advantage for our products. Thank you for your time, energy, and especially for your expertise. This was one of the best investments we have made in the development of our team."

Troy Iaconis, Director, Managed Healthcare Channel Marketing, Abbvie

"I certainly thought that the strategic thinking session was extremely beneficial both in terms of practical value and thought-provoking ideas. Your communication style, coupled with the insights and approaches covered in your books are key to today's answers to 'how do we stay competitive?' and 'how do we grow?' Confident that I speak for everyone in the program that the value gained from your strategic thinking experience and approach really will serve The Jones Group quite well in its endeavor to increase profitability and maximize results."

Steve D'Agostino, Divisional Vice President, The Jones Group

"Thank you so much for leading an impactful and energy filled Strategic Thinking & Business Planning session for us last week! I found your ability to bridge strategic concepts and translate those into concrete exercises linked to our product strategies to be particularly relevant and beneficial. I also appreciated the time you spent with our team ahead of the summit to prepare and to collaborate with us. I look forward to collaborating again in the future!"

Aliya Omer, Vice President and Head of Global Strategy, Kite Pharma

"Having been through several of Rich's workshops, I continue to take away different pearls each time. His ability to tailor a workshop to the specific needs and language of an organization is appreciated and the entire team consistently feels it is one of the highlights of their training program. Rich challenges people to think differently and to think bigger. He challenges "status quo" thinking that so many organizations fall into and forces you to think outside of the box and more strategically."

David Sciscianni, Associate Director, Regeneron

"Rich managed to get us to the heart of strategic thinking in a very short amount of time. He gave us powerful insights on how to embed strategic thinking into our daily activities. Thanks to Rich, my team is reaching another leadership level. A synthetic and dense, yet simple to grasp, session that has allowed our leadership team to understand how to generate new strategic insights for the company."

Herminie Simonetta, Regional General Counsel, Western Europe, JTI



"The strategy workshops totally exceeded my expectations! I absolutely loved the material, and actually had an "ah-ha" moment in today's workshop which is the most impactful thing we could make happen for the business. Thank you for everything you have done to make these workshops a reality on such short notice! You were a pleasure to work with, and I look forward to doing more with you next year."

Bethany Esse, Sales Development Program Manager, Allianz Life Financial Services

"COUNTRY Financial engaged Rich Horwath to lead its strategic review and planning session. We were not disappointed. Rich brought high energy and excellent methodology to this process. His deep understanding of strategic thinking, combined with his strong facilitation skills, lead to lively discussion and allowed us to reach consensus on clear direction and prioritization for our coming year."

John Blackburn, CEO, COUNTRY Financial

"The workshop you facilitated on Strategic Thinking & Planning was phenomenal & the insights gathered will make me a much better leader moving forward. Thank you again for sharing these valuable strategy frameworks and tools."

Drew Bey, Cardiovascular District Sales Manager, Amgen

"Thank you again for leading our latest strategy workshop. The session resulted in new insights for our executive team and development of strategic themes that will be the basis of new growth initiatives. It also provided us with a strategic framework that we can use to advance our business."

Danette Wilson, Former President & CEO, Blue Cross Blue Shield of Kansas City

"Rich is a gifted strategist and facilitator. He is incredibly adept at relating his strategy concepts and framework to all roles and levels in the organization. His programs offer a simple, yet effective process that creates a common language and process for strategy to minimize complexities and maximize alignment."

Jennie Coughlin, Deputy Director of Training, Bayer

"Your Deep Dive Strategic Thinking workshop was very effective at introducing planning concepts I am now using to develop strategies at FedEx. Your strategic concepts are universal for most product and service applications, and by providing about 10 concepts, we were sure to walk away with at least half of the concepts that we can apply to our specific work. I found your Deep Dive Strategic Thinking Process to be skillfully facilitated and concepts to be vital planning tools."

Ann Smith-Gill, Marketing Special Advisor, FedEx



"Rich's talent for facilitation and his practical working exercises led our team through invaluable dialogue about our business. We emerged from our time with Rich with a shared understanding of strategic vision, a desire to engage in necessary resource allocation conversations, a clearer understanding of our position within our competitive set, and tools that will serve as living strategy documents. Rich is not only an extremely competent thought leader regarding business strategy, but is also an amazing facilitator and presenter. His ability to create a space in which critical insights are both encouraged and required and his sincere desire to see that the teams with whom he engages are successful is readily apparent. I consider myself fortunate to have had the chance to work with Rich and would recommend him as a trusted advisor to any teams about to embark on a Deep Dive of their business strategy."

David Hammond, President, Wonderlic

"As a result of Rich's expertise in the realm of Strategic Thinking, Greenstone has become better equipped to handle both short term objectives and our long term vision. His expert facilitation during our workshops allowed the executive team to realize a clear vision that will have economic impact for years to come. The industry faces exponential change and our work with Rich has positioned Greenstone for a competitive advantage. We cannot thank Rich enough for his expert consultation as Greenstone looked to engrain ourselves for long term success. This vision is being realized through a more defined strategic direction and clear vision that will drive our true north as an organization."

Kevin Valade, Senior Director of Commercial Strategy, Greenstone

"Spending time away from the office discussing the broader challenges and possible strategies for your business is so important. The Deep Dive methodology introduced by Rich helped us to focus on the real issues and forced us to have some difficult conversations about our business; but the outputs made it so worthwhile. The whole management team came away with a much better understanding of the strategic direction we wished to take our business."

Will Stockburn, General Manager, Sekisui Diagnostics

"We invited Rich to come in for the last several years to kick off our annual strategic planning process. Our strategy development group has integrated his strategic concepts and tools into our strategic planning process. These concepts and tools have helped to develop a comprehensive framework that has promoted strategic thinking throughout our organization, with the goal of continually developing new strategic insights and generating new growth."

Beth Cooper, SVP & CFO, Chesapeake Utilities



“Rich's skill in facilitation and leading teams is key in delivering his concepts on strategic thinking. He is creative in the approach and development of thinking tools but not intrusive. He encourages his clients to build the strategic process themselves, draw their own conclusions consistent with their business and follows up to make sure they are 'living the process.' I would recommend Rich to leaders who want to build strategy and want value for their investment.”

Norman Tashash, VP of Sales & Marketing, Genzyme Diagnostics

"Thank you very much for leading our strategic planning process—it was outstanding. The strategy tools you shared are easy to use and at the same time get to the issues 'so what?' and 'what now?' Thanks again for an excellent experience."

Bill McDonough, President & CEO, MMIC Group

“I have had the pleasure of engaging Rich for over three years for the Sanofi Marketing organization. Rich is a guru of business strategy. His strategic thinking courses are the best I have encountered and have consistently obtained very favorable feedback from Sanofi marketers. His courses raised marketers strategic thinking abilities and enhanced the annual marketing plans.”

Regina Shanklin, Senior Director, Marketing Capabilities, Sanofi

“Thank you for the exceptional Strategic Planning and Account Management Training today! You are a remarkable presenter and have provided our team with valuable information, insights and resources. The feedback from the field reimbursement leadership team has been phenomenal! Thanks again, Rich!”

Maggie Kapp, Field Reimbursement Trainer, Novartis Pharmaceuticals

“Rich, thanks for a great program on strategic planning and account management! The feedback from the team has been pouring in about how much they enjoyed the training, and the value this will add to them and their job as account managers on a daily basis moving forward. You presented it in a way that was simple and actionable. With the 3A Strategic Thinking and Planning Framework, we as a leadership team realize the importance of Allocation and empowering our teams to make decisions that are best for their business. We also have plans in place to leverage the GOST model to set strategies that will help us achieve our goals as a team and individually. What was really awesome for me to see the very next day as I went into the field with an account manager is that she had printed out the Opportunity Matrix and was actively working on initiatives that would have the greatest impact on her business. Again, thanks for joining us this week and leading us through this program.”

Michael B. O'Connor, National Director, Novartis Pharmaceuticals



"I thought the Strategic Thinking & Planning session was spot on for what our team needed. It was a welcome "pause" from the day-to-day for our teams to think and focus on what's most important. The 3A Strategic Thinking and Planning Framework that you walked us through was quite intuitive with lots of application and scalability. It was very evident how much the team enjoyed the framework and how to balance priorities and importantly to have a "plan". Thank you again and let's stay in touch.

Cristian Azcarate, Executive Director, Novartis Pharmaceuticals

"From a marketing perspective, the Strategic Thinking Program was one of the best workshops that I have attended in the last 28 years! Additionally, I think this is a type of program that should be offered to all marketers regardless of how long they have been in marketing."

Tim Holbrook, Director, U.S. Transplant Marketing, Pfizer

"I appreciate your workshops and coaching for our Novartis team on developing a Strategic Mindset. It was super helpful to not only reinforce some strategy basics (you must carve out time to think strategically and stop allowing day-to-day fires to hijack this time) but to also discover some good tools to make it easier to leverage strategic thinking (GOST and 3A Strategic Thinking Framework). Now to see if we can truly transform into StrategyMan or allow the Anti-Strategy Squad to keep us at status-quo!"

Scot Dyer, Executive Director, Trade-Specialty-GPO, Novartis

"I wanted to thank you for the excellent virtual sessions on strategic thinking and planning over the past several months. This has been very helpful to me as I have been a leader for 17 years in pharma and was in a place where I needed this type of training experience to heighten my effectiveness. I have already implemented many tools you shared with us from our past sessions and look forward to working with more. We are holding 1-day pocket meetings next week and I plan to discuss/implement the SWOT and Culture worksheets for group activities during our area business time. It will be interesting to assess the team's thought processes on these topics and utilizing these tools as we embark upon our new selling year. Much appreciated!"

Suzanne Hochman, M.A., Area Business Leader, Los Angeles/Hawaii, Novartis

"Thank you for leading the three virtual strategic thinking sessions for our leadership team. You did a great job introducing the strategic thinking frameworks and offered helpful insights for application and reflection. It was great partnering with you and I know the group greatly appreciates the knowledge you shared and your book!"

Michelle Mangiameli, Sr. People Business Partner - CBRE Investment Management



“In 2023 our senior leadership team was actively engaged in the process to develop the overall company strategy for the next three-year period. Many on our team were relatively inexperienced with respect to strategy development. Therefore, we needed a leader who could educate our team effectively on key strategic thinking principles while simultaneously guiding us to the finished product of developing a succinct strategic plan for the continued success of our business. Throughout the course of several strategy workshops, Rich Horwath did a masterful job of leading our team to the ultimate desired outcomes. Rich lead us through a deep dive examination and discussion of our organization from many different perspectives that included:

- Defining innovation and techniques for creating and bringing new value for our customers;
- Developing a visual representation of the organization’s key core activities;
- Identifying our current business model, and determining opportunities to evolve it for the future;
- Examining our competitive landscape and determining what our competitive differentiation was vis-a’-vis our competitors; and
- Analyzing our top competitors to determine areas of competitive advantage and disadvantage.

After completing the above listed workshop components as well as others, Rich skillfully channeled the group’s ideas into strategic themes or hubs of competitive distinct activities that will provide our organization superior value for the future. Following a proven and succinct framework for goals development we were able to establish our final strategic goals and business performance metrics that we are confident will take us to the next level in our industry and lead to outstanding success for the future. We appreciate Rich’s expertise, experience, proficiency, leadership, coaching, and overall superior business strategy development skills displayed during this entire process.

David Melton, Chief Human Resources Officer, MPS Egg Farms

“Rich is a thought leader in the strategic thinking world and does an exceptional job elevating our account management professionals to think strategically. He is an asset to our learning curriculum for the leaders within our organization.”

Yumeka Strother, AD, Account Management Training, Novartis

Rich, thank you for the time, energy, and insights with our group last week in Vegas. We received positive feedback from our strategic partners And appreciation that we provided a “value add” most do not provide. The group did appreciate learning about a simple yet impactful framework that could be applied to their businesses immediately.

Ron Barrett, Senior Vice President, Fidelity & Guaranty Life Insurance



“Rich’s expertise added tremendous value to our executive team’s strategic planning efforts. Each executive left the session with a list of valuable and actionable insights that will make our business better. Throughout the planning process Rich was accessible and eager to learn all he could to ensure he was providing a highly customized experience that added unique value for the challenges and opportunities facing our business. We’re looking forward to partnering with Rich again.”

Josh Wood, Strategic Advisor to the CEO, West Shore Home

“I have worked with several executive coaches over the course of my career. I will say no other coach has been more impactful on my professional and personal growth than Rich Horwath. I am developing practical skills to enhance my strategic capabilities and regularly apply this new way of thinking to most everything I do in my role today. Rich tailors his approach to meet my specific needs based on my greatest opportunities for development. Every session with Rich results in improvements for me, both professionally and personally. Learning new ways to decision, solve and grow from Rich Horwath is the greatest gift my company provides to me.”

**Jenny Housley, Senior Vice President & Chief Marketing Officer,
Blue Cross and Blue Shield of Kansas City**

“Rich Horwath does an exceptional job of quickly understanding your business and then applying the most effective and efficient strategic tools to add significant value to the organization. I would very much recommend Rich to any leader that is looking to improve their strategic thinking, planning and execution to help enhance both top and bottom line. His Strategic Coaching program was a great experience!!”

Mike Pietsch, Executive Vice President, Carmex

“Rich brings a personal, inviting style to business growth, and leadership development. His strategic coaching has broadened our business and my personal success. He is quickly able to identify gaps in strategic thinking and create a disciplined approach that our entire organization has integrated into our business. Rich also facilitates discussions on leadership and serves as coach and counsel for our teams. This team-based approach combined with individual coaching has led to lasting change and increased our ability to create meaningful strategy and sustainably execute. He has unlocked my strategic leadership potential through thoughtful conversations, insightful questions, and resources that are timely and effective.

Whether it’s improving your decision making, talent assessment, executive team development, identifying your leadership values, succession planning, or board engagement - Rich is your coach! I’m not sure I can truly encapsulate my interactions



and own personal development in any other way than to say - I believe I am a better leader for my teams, my company, and myself because I met Rich.”

**Greg Sweat, M.D., Senior Vice President & Chief Medical Officer,
Blue Cross and Blue Shield of Kansas City**

“I enjoyed collaborating with Rich Horwath on Strategic and Executive Management Principles. Rich customizes his approach to meet the needs of executive leaders. While the concepts are not complex, determining how best to assess the business and adjust the allocation of resources to achieve optimal results is something few organizations do well. Rich has given himself to the study of strategy and has a gift of helping leaders elevate their strategic acumen.”

Michael Combs, President & CEO, CorVel Corporation

“I wanted to thank you for helping me realize the power of coaching to inspire the changes I needed to make to accelerate my growth as an executive leader. You have imparted critical tools to enable me to think, plan, and execute as a truly strategic executive. Your explanation of strategy and strategic thinking is creative, thought provoking, and easy to assimilate. I highly recommend your coaching and books to anyone aspiring to be a successful executive leader.”

Jen Vasquez, Chief Information Security Officer, Kaiser Permanente

“Rich has been an invaluable coach in helping me to elevate my vision and reach to focus on what could be instead of merely where I’m going. Rich is easy to talk to and does a great job of eliciting comfortable dialogue about my deepest business concerns, which quickly turns into productive discussion and coaching.”

Dave Ward, SVP & Chief Financial Officer, Blue Cross of Idaho

“Rich always forces me to pull back from the day to day and review at a higher level. He provides a ‘reset button’ not only to what I am doing, but a reset on how I move within my organization's culture, how I interact with my peer group and how I reset managing my boss. Often, it is easier to stay in the pocket and grind vs. come up for air, but my interactions with him enable me to reassess the chess board and re-engage.”

Henri Cournand, President & CEO, Cobalt Holdings

“Rich has committed himself to helping leaders develop their strategic capabilities. His engagement is holistic, meeting leaders where they are and adjusting the process to achieve the greatest impact. Whereas many adopt an academic approach, Rich is practical, pragmatic, and approachable.”

Michael Combs, President & CEO, CorVel Corporation



“Working with Rich one-on-one really challenged me to think about our organization and our current approach to strategy. He asks great, thought-provoking questions that make you pause and think about your next move. There were many tips that I took away that could be applied on a daily basis, such as regularly challenging how we use our resources. The tools he shared helped us sift through priorities, define our goals & create a winning value proposition. We exceeded our expectations 12 months later!”

Michele LeSueur, Business Unit Director, Celgene

“Rich's strong knowledge in the area of strategic thinking and how it applies to a leader's business has been invaluable. He has provided 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, Senior Vice President, Transcendia

“The Strategic Coaching Program is a terrific resource for leaders. The content is highly customized and it allows the leader to consider multiple elements of strategy development through an in-depth and critical lens. It also contains several unique resources for assessing the effectiveness of my company's strategy which I will utilize with my teams as we move forward. Rich does a great job of guiding you through the program in a supportive and realistic way. His command of the content and relevant business experience enables him to relate to the participant with competence and authenticity. The Strategic Coaching Program definitively enhanced my professional development and I am a better leader for having worked through it.”

Andrew Sawyer, Senior Regional Sales Director, Celgene

“Rich helps our leaders hone their critical priorities into powerful strategies. We are very blessed to have Rich leading us through our strategic thinking and planning. He is our Strategy Whisperer.”

Jorge Luna, Southwest Regional Director, Novartis

“I found significant value in working with Rich over the course of a couple years. My leadership capabilities have grown as a result of his writings and his one-on-one coaching, including my ability to think and plan strategically and coach members of my team. Rich is a practical thinker and good listener. He probes for needed information and context that helps me get to the heart of issues I'm facing that go beyond strategic planning into all areas of management leadership, including succession planning and team member development. I would recommend Rich to other executives who want to become better strategic thinkers, planners, managers, and leaders.”

Mark Newcomer, General Counsel, Blue Cross and Blue Shield of Kansas City



"Working with you helped me step back from the immediate demands of leadership and think more strategically about the organization, the board, and my own role within a season of significant change. Your ability to ask the right questions, challenge assumptions, and bring clarity to complex issues was incredibly valuable. What I appreciated most was that our conversations were practical and grounded. Rather than offering generic advice, you helped me develop a clearer framework for evaluating the current state of the organization, identifying opportunities to streamline internal processes, removing decision bottlenecks, and empowering the management team to take ownership of key areas of responsibility. You also helped me navigate competing priorities and focus on the decisions that matter most. I found our work together both thought-provoking, practical and immediately applicable. I would gladly recommend you to other leaders facing strategic, organizational, or governance challenges."

Dasha Thomas, Executive Director, FaithWise Advisors

"I wanted to take a moment to thank you for your invaluable contribution to the first ever L'Oréal *Commercial Conference*. Your presentation on Strategic Thinking was both insightful and inspiring and you were the perfect keynote speaker to start the conference. The reaction from the attendees and our leadership could not have been more positive."

Tami Brightman, VP of Sales Education & Development, L'Oréal USA

"To close our IT Summit, we chose Rich Horwath to give the keynote speech to our customers, partners and team members. Rich did a FANTASTIC job and everyone felt that he provided very good tools, ideas and strategies that companies need to stay ahead of trends and help them grow their businesses."

Michel Lagacé, Senior Manager, Dell

"We brought Rich in to speak on Strategic Thinking to our group of 150 senior leaders and he "hit it out of the park". Aside from his delivery being very engaging, his message resonated with everyone in our conference and every single person walked away with strategic thinking tools and techniques that they've committed to applying back in their organizations."

Dale Hicks, Manager of Application Development, Intel

"We were fortunate to have Rich speak to the top 70 leaders at Moen to help reinforce the Deep Dive Strategic Thinking framework and he did a masterful job. Rich designed and delivered a presentation that offered the right balance between theory and practice which facilitated audience participation and focus. The reviews of the session were outstanding and I would highly recommend Rich to communicate the art and science of strategy."

Tim McDonough, Vice President, Global Brand Marketing, Moen



"Rich was the most effective speaker at the National SHRM Conference. I loved his session on Strategy, and it was hugely relevant and effective for HR leaders. He is smart, focused, warm, connecting and stimulating. The room was electric during his talk. If you had been responsible for the success of this conference, and if every scheduled speaker had fallen overboard the day before it started, and if you had only one rope, you would have saved him first."

Dennis Buster, President & CEO, MyDirectLine

"Rich is a polished and engaging speaker. His keynote speech on developing an individual strategy was well received by all team members at our recent meeting. Rich's points on thinking, planning, and acting strategically are relevant for all levels in an organization and applicable for their daily lives, both personally and professionally. We look forward to our continued partnership with the Strategic Thinking Institute."

Leslie Washburn, Chief of Staff, CorVel

"Rich is an exceptional talent and one I look to for expert advice on business strategy. Rich brings an astute knowledge of strategic thinking to the C-level attendees in the audience and provides a clear action plan for how they can incorporate these principles into their daily activities to create a competitive advantage. From his content to his delivery, Rich's presentations are impeccable. I have never been more impressed with a keynote speaker."

LynAnn Henderson, President and CEO, Kynexions

"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 the complex topic of strategy 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 Spear, Director of Human Resources, Avis

"Rich provided an outstanding presentation on strategic thinking and planning for the Young President's Organization. The presentation was very interactive with our members, and we received tremendous feedback from our members."

Rob Wilson, YPO Windy City Chapter Education Chair