

# Rich Horwath

*"The world's foremost expert on strategic thinking."*

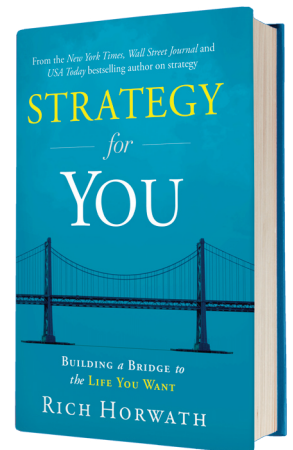
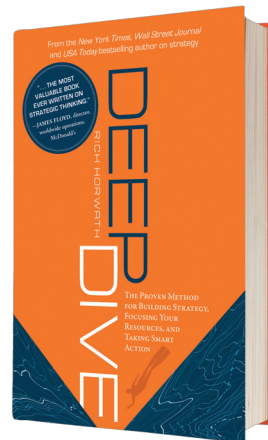
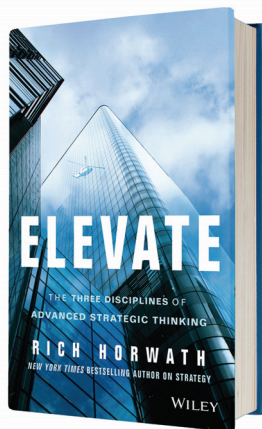
Chief Executive Magazine



BESTSELLING AUTHOR ON STRATEGIC THINKING

The  
New York  
Times

THE  
WALL STREET  
JOURNAL.



As featured on:



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## Be Strategic or Be Gone:

### Strategic Thinking for Competitive Advantage

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A study of more than 10,000 senior executives showed that the #1 most important leadership behavior critical to company success is strategic thinking. But, only three out of every 10 managers are strategic. And since bad strategy is the main cause of business failure 80% of the time, having managers that are effective strategists can be the difference between continued success and failure.

*New York Times & Wall Street Journal* bestselling author Rich Horwath provides managers with a framework to master the most important business skill of our time: strategic thinking. Rich designed the 3A Strategic Thinking Framework to help managers think and act strategically on a daily basis, not just once a year during the strategic planning process. By developing this strategic mindset, managers will be able to continually discover new insights that enable them to create and deliver new value to their customers.

#### Key Learnings:

1. **Create a common understanding and language for strategy.**
2. **Apply the 3A Strategic Thinking Framework to generate new insights.**
3. **Confidently assess your business situation.**
4. **Make strategic trade-offs to focus and prioritize.**
5. **Communicate and execute strategies more effectively.**

*"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 presented at the Intel Global Leadership Conference and the participants were able to take his framework and immediately apply to real business challenges. And to boot, Rich is a great storyteller – he was clearly the favorite at our conference."*

**Kristin Porter, People Talent, Intel**

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## Strategy Unplugged:

### From Zero to Strategy in 60 Minutes

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Ask 10 people for their definition of strategy and you're likely to get 10 different answers. This inconsistent understanding of strategy leads to bad strategy. In fact, 67% of managers surveyed said their organizations were bad at developing strategy. Result: the #1 cause of business failure is bad strategy. If you and your team don't understand strategy today, you may not have a business tomorrow.

*New York Times & Wall Street Journal* bestselling author Rich Horwath provides managers with everything they need to know to understand strategy in 60 minutes. Introduced by *Chief Executive Magazine* as "The world's foremost expert on strategic thinking," Rich provides clear and concise definitions for the key business planning terms and helps managers apply them to their business. The result is a common knowledge and understanding of strategy along with the most important tools to develop, communicate, and execute strategy effectively.

#### Key Learnings:

- 1. Understand once and for all a clear definition of strategy.**
- 2. Avoid the five myths of strategy that can destroy your business.**
- 3. Make strategic trade-offs to focus your resources and prioritize.**
- 4. Communicate the difference between strategy, tactics, goals, objectives, mission, vision, and values.**
- 5. Design a StrategyPrint, or blueprint, for your business, using the five phases of the strategy process.**

*"We were fortunate to have Rich speak to the top 70 leaders at Moen to develop their strategic thinking skills 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*

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## Insight:

### The Key to Unleashing the Power of Innovation

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Consider the most successful products, services, and experiences of our time, from the iPhone to Uber to Cirque du Soleil. What do they all have in common? They all began with an insight. A study of more than 5,000 executives showed that the most important innovation trait for managers is the ability to come up with insights. But, the research also showed that only 35% of managers believe their strategies are built on insights. Products and services not built on insights become “me-too” commodities wrestling in the dirt for scraps of business.

*New York Times & Wall Street Journal* bestselling author Rich Horwath provides managers with a framework to fuse strategy and innovation into competitive advantage. Rich helps managers understand and acquire business acumen skills and practical tools to discover the strategic insights that lead to new revenue growth and breakthrough innovation.

#### Key Learnings:

1. **Understand how insight fuels both strategy and innovation.**
2. **Discover practical tools to generate new strategic insights.**
3. **Design an insight network to harness your company’s best ideas.**
4. **Identify the types of innovation most likely to grow your business.**
5. **Use strategic innovation techniques to create competitive advantage.**

*“Rich was the most effective speaker at the national conference. He is smart, focused, warm, connecting and stimulating. The room was electric during his talk. If you were 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**

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## The Sales Strategist: Becoming an Elite Strategic Sales Force

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In today's competitive environment, great sales leaders and experienced sales reps don't need another basic selling skills seminar or motivational mumbo jumbo. What they need is the ability to quickly diagnose a business situation, develop a differentiated strategy, and create new value for customers — that's what drives business. In fact, research with thousands of sales executives showed that the two most important attributes contributing to sales manager excellence are strategy and innovation.

*New York Times & Wall Street Journal* bestselling author Rich Horwath provides your sales team with everything they need to know to become an elite strategic sales force. Rich shares a clear and concise strategy framework to help sales leaders and their reps think, act, and sell strategically each and every day. The result is greater focus on the right customers, right activities, and right metrics that drive increased sales and profits.

### Key Learnings:

- 1. Understand the difference between goals, objectives, strategy, and tactics.**
- 2. Develop strategies that create competitive advantage at the territory, district, regional, and national levels.**
- 3. Create a not-to-do list that eliminates wasted time and budgets.**
- 4. Lead strategy conversations with customers to become a true strategic partner.**
- 5. Prioritize time, activities and customers using two key criteria.**

*"Over the years, I have participated in a number of programs on strategy, including a multiday American Management Association seminar. All of these have fallen short in comparison to your program. Your expertise in this area is clearly reflected in your excellent course content, design, and facilitation. Our area sales directors and our heads of sales have all expressed appreciation for your approach to strategic thinking and intend to incorporate your models into their business practices."*

**Sabine Stolle-Dobrott, Senior Director, SUNOVION**

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## Strategy for You: Building a Bridge to the Life

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Are you where you want to be in your career? Are you where you want to be in your life? You and you alone can set your strategic direction. You and you alone will decide if you've reached your full potential. You and you alone will look back on your life with great joy or great regret. The choice is yours. Strategy is the power to get from where you are today, to where you want to go — the power to live strategically.

*New York Times & Wall Street Journal* bestselling author Rich Horwath provides audiences with tips and tools on the most important thing in the world: the direction of their lives. Based on the #1 selling book on Amazon.com, Rich has designed a set of principles to help people think, act, and live strategically each day, in order to reach their full potential at work and at home.

### Key Learnings:

- 1. Apply the concept of strategy to your work and your personal life.**
- 2. Discover your true purpose and channels for using it.**
- 3. Effectively use your time, talent, and budget at work and home.**
- 4. Use the five-step process to build strategies to achieve your goals.**
- 5. Identify the intersection of your passions, skills, and knowledge to create extraordinary value.**

*"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**

**Rich Horwath** is the founder and CEO of the Strategic Thinking Institute where he facilitates strategy sessions for executive leadership teams, coaches individual leaders to reach their strategic potential, and has helped more than 100,000 managers develop their strategic thinking skills through live workshops and virtual training. He is a *New York Times* and *Wall Street Journal* bestselling author on strategic thinking, including the new groundbreaking strategy graphic novel, *StrategyMan vs. The Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan*, which was awarded "Best Strategy Book of 2018" (Axiom Business Book Awards).

Rich is a former Chief Strategy Officer and professor of strategy and has appeared on ABC, NBC, CBS, and FOX TV. He has developed more than 200 proprietary resources on strategic thinking and has served organizations such as ESPN, Google, and FedEx. His work has been featured in publications including *Fast Company*, *Forbes*, and the *Harvard Business Review*. Rich has been described by *Chief Executive Magazine* as "...the world's foremost expert on strategic thinking."



Join these world-class organizations in working with Rich:

