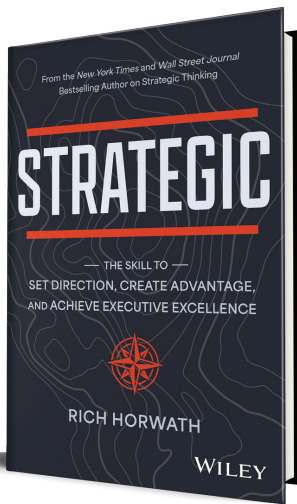


STRATEGIC: MASTER THE FOUR DISCIPLINES OF STRATEGIC FITNESS FOR ELITE EXECUTIVE PERFORMANCE



STRATEGIC

A Keynote Speech Based on the New Book by Rich Horwath

A study of more than 10,000 senior executives showed that the #1 most important leadership behavior critical to company success is “being strategic.” However, research shows only 3 out of every 10 leaders has mastered this skill. And since bad strategy is the main cause of business bankruptcy 80% of the time, having leaders that can think, plan, and act strategically is often the difference between success and failure.

New York Times and *Wall Street Journal* bestselling author Rich Horwath provides leaders with a framework to master the most important business skill of our time: strategic capability. Rich designed the Strategic Fitness System to help leaders transform the complexity of their business into clear strategic direction. By developing their strategic fitness in the four disciplines of strategy, leadership, organization, and communication, executives will be able to confidently navigate business challenges and create new value to achieve their goals.

KEY LEARNINGS:

1. Use the Strategic Fitness System to think, plan, and act strategically daily.
2. Develop a common understanding and language for strategy.
3. Apply tools to transform the complexity of your business into clear strategic direction.
4. Discover new insights to innovate in how you create, deliver, and capture value.
5. Gain techniques to improve collaboration and lead strategic conversations.

“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.



FROM THE BESTSELLING AUTHOR ON STRATEGIC THINKING:

The New York Times

THE WALL STREET JOURNAL.

“The world’s foremost expert on strategic thinking.”

– Chief Executive Magazine

AS FEATURED ON



Rich Horwath is founder and CEO of the Strategic Thinking Institute where he is a strategy facilitator, advisor, and coach to executive leadership teams. He is the *New York Times* and *Wall Street Journal* bestselling author of eight books on strategic thinking and rated the number one keynote speaker on strategy at national events, including the Society for Human Resource Management Strategy Conference. Rich has helped more than a quarter million people develop their strategic thinking and planning capabilities over the past 20 years in pursuit of his vision to teach the world to be strategic.

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 700 proprietary resources including the Strategic Quotient (SQ) Assessment and the Strategic Fitness System. 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:



“Rich’s Strategic Session with our global leadership team was incredibly valuable, serving as a springboard for our strategic planning process. There has been an immediate impact and elevation in the way 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

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