

Greg McKeown

Author of the New York Times bestseller, "Essentialism: The Disciplined Pursuit of Less." Host of the, "What's Essential" podcast.

Please contact a GDA agent for information.

Topics

- Business Growth Strategies & Trends
- Innovation & Creativity
- Inspiration & Achievement
- Leadership
- Navigating Change & Uncertainty
- Thought Leader



About Greg McKeown

Greg McKeown has dedicated his career to discovering why some people and teams break through to the next level—and others don't.

The definitive treatment of this issue is addressed in McKeown's *New York Times* and *Wall Street Journal* bestseller, *Essentialism: The Disciplined Pursuit of Less*. As well as frequently being the #1 Time Management book on Amazon, this book challenges core assumptions about achievement to get to the essence of what really drives success.

McKeown is the CEO of McKeown Inc. Clients include Adobe, Apple, Google, Facebook, Pixar, Salesforce.com, Symantec, Twitter, VMware and Yahoo!.

His writing has appeared or been covered by *The New York Times*, *Fast Company*, *Fortune*, *HuffPost*, *Politico*, and *Inc. Magazine*. He is among the most popular bloggers for the *Harvard Business Review* and *LinkedIn's Influencers* group: averaging a million views a month.

McKeown has been interviewed on numerous television and radio shows including *NPR*, *NBC*, *FOX*, and as a regular guest on *The Steve Harvey Show*. *Entrepreneur* voted his interview at Stanford University the #1 Must-See Video on Business, Creativity and Success.

Essentialism was [voted by Goodread](#) as the #1 Leadership and Success Book to Read in a Lifetime.

McKeown is an accomplished public speaker. He has spoken to hundreds of audiences around the world including in Australia, Bulgaria, Canada, China, England, India, Ireland, Italy, Japan and Singapore.

Highlights include speaking at SXSW, interviewing Al Gore at the Annual Conference of the World Economic Forum in Davos Switzerland and receiving a personal invitation from Haakon, Crown Prince of Norway, to speak at his Annual Innovation Conference.

McKeown challenges conventional wisdom in a unique and engaging style from the first moment to the last instant. As the event organizer at Greater Public said after McKeown addressed their 1,000-person conference, "I have been part of this event for 16 years and McKeown is the best speaker we have ever had!"

McKeown is an active Social Innovator. Serving as a Board Member for Washington D.C. policy group *Resolve* and as a mentor with 2 Seeds, a non-profit incubator for agricultural projects in Africa. He has also been a speaker at non-profit groups including The Kauffman Fellows, Net Impact and Stanford University: he recently gave back to Stanford University by co-creating a popular class called, *Designing Life, Essentially*.

He serves as a Young Global Leader for the World Economic Forum. He recently moderated a session at the "Summer Davos" in China called, "Unpacking Social Innovation Models for Maximum Impact", served as a panelist at the "Sharpening Your Creative Edge" working session at the Forum.

Prior to this, McKeown collaborated in the research and writing of *Multipliers: How the Best Leaders Make Everyone Smarter* and worked for Heidrick & Struggles' Global Leadership Practice assessing senior executives.

Originally from London, England, McKeown now lives in Calabasas, California with his wife, Anna, and their four children. He did his graduate work at Stanford University.

Select Keynotes

- **ESSENTIALISM: The Disciplined Pursuit of Less**

KEYNOTE LEARNING OBJECTIVES:

- ◊ Learn the value proposition for Essentialism
- ◊ Understand three practices for applying Essentialism:
- ◊ Explore what's essential
- ◊ How to protect the asset (i.e. you)
- ◊ Eliminate what's nonessential
- ◊ How to say no, gracefully
- ◊ Execute what matters most as effortlessly as possible
- ◊ Leave with a 21-Day Challenge with specific steps to put Essentialism into practice

Time: 1 hour

*KEYNOTE + MINI WORKSHOP LEARNING OBJECTIVES: (please inquire about additional cost to add on mini workshop)

Participants learn everything covered in the Keynote as well as The WIN Process, a tool for rapidly zeroing in on What's Important Now, and The Tradeoff Tool, a process for eliminating one nonessential activity that's getting in the way.

Time: 3 hours

- **EFFORTLESS: The Disciplined Pursuit of Simple**

KEYNOTE LEARNING OBJECTIVES:

- ◊ Discover how the 10X Dilemma is holding you back.
- ◊ Learn 5 counter-intuitive tools to get to the next level without burning out:
- ◊ Start With Zero: The surprising way to simplify anything
- ◊ Invest Your Time: As opposed to spending your time.
- ◊ Invert, Always Invert: How to turn procrastination into momentum
- ◊ Find The Effortless Pace: The key is consistency over intensity
- ◊ Hire High Trust People (And Them Trust Them Completely)
- ◊ Bonus: How Radical Gratitude helps you turn negatives into positives.

Time: 1 hour

*KEYNOTE + MINI WORKSHOP LEARNING OBJECTIVES: (please inquire about additional cost to add on mini workshop)

Participants learn everything covered in the Keynote as well as The Start from Zero Process, a tool for radical simplification and The Invert Tool, a way to immediately remove cost and clutter.

Time: 3 hours

Select Book Titles

- **2021:** EFFORTLESS: Make It Easier to Do what Matters Most
- **2017:** Multipliers, Revised and Updated: How the Best Leaders Make Everyone Smarter
- **2015:** Essentialism Journal: 90 Days to a Simpler, Better Life
- **2014:** Essentialism: The Disciplined Pursuit of Less

Select Articles

- [Real Simple The Power of Less](#)

We live in a world of clutter, of collapsing closets and expanding e-mail, of constant mind chatter and calendar challenge. But more and more, people are striving to live a life with fewer possessions, distractions, and commitments. Now, this special edition can help. Begin to unplug and recharge and streamline your work communication. Find more quiet time alone with the helpful art of saying no.

- [Dallas Morning News Article](#)

It's the kind of purposeful priority setting we all should be doing, but most of us aren't, says the 37-year-old author of the New York Times best-seller Essentialism: The Disciplined Pursuit of Less.

- [Overcome Compulsive Busyness And Find Joy In Being Focused](#)

Forbes, March 2016: Greg teaches the art of how to Overcome Compulsive Busyness.

- [It's Essential That You Read This Book](#)

Jack Malcom, May 2016: Review of Essentialism: The Disciplined Pursuit of Less

- [Get Rid of the Clutter](#)

China Daily, June 2016: British writer Greg McKeown was in Beijing to promote his book Essentialism: The Disciplined Pursuit of Less.

- [Essentialism in Medical Practice](#)

Physicians Practice, June 2016: Essentialism in medicine means focusing on the important to conserve resources.

Select Testimonials

"Greg tenaciously pushed us to bring clarity to what's most important now to meet our customer needs in the face of the business demands ahead. Whether helping our Supply Chain leadership tackle their global challenges or inspiring our Store Manager to build great teams, Greg has taught us how the disciplined pursuit of less is better."

— *Ann Taylor*

"I have been a part of this event for 16 years and McKeown is the best speaker we have ever had!"

— *Event Organizer for Greater Public*

"Absolutely fantastic. He really hit a home run with the audience."

— *Fiserv*

"It is two months later and I am still having people stop me at meetings and gatherings to congratulate us on bringing Greg to our event. The response to his message was overwhelmingly positive and uplifting. He was absolutely incredible!"

— *Minneapolis Community Education Association*

"Greg did a phenomenal job! He was very dynamic and had great presentation style."

— *NFP Securities*

"Wow! You delivered – you hit the ball out of the park! The feedback has been so positive and the energy and dialogue this evening around your message to us has been amazing. Thank you so much for your inspiring and motivating keynote! ... I couldn't be happier with the outcome today."

— *Northrop Grumman Information Systems*

I don't think you could find a better speaker. Greg was an expert, persuasive, engaging, accommodating and compelling. Love, love, loved it! Already tweeting, facebooking, discussing, recommending..."

— *Symantec Inc.*

"You have NO IDEA how great that talk was. I have never been in a Tech Talk here where there wasn't a room full of open lap tops. Never. Not Obama's CIO Vivek Kundra, not the Executive Producer of House or Adam Savage from "MythBusters." Not even Will.i.am. Twitter is a laptop open culture and you managed to pull off what I thought was an impossible feat!"

— *Twitter, Inc.*

“Greg delivered the most impactful leadership development training I’ve ever received. His approach is engaging but more importantly he moved me to action. He knew our business beforehand so he was prepared to discuss what mattered most- our ‘strategic intent’. I hope for the opportunity to work again with Greg very soon.”

– *VMware*

“You blew it out of the park – it was inspiring, thought provoking, and incredibly entertaining. You had participants on the edge of their seats for nearly two hours, which we all know is no small feat. We imagined a great event, but this far exceeded our expectations.”

– *VMware*