

Rich Horwath

New York Times and Wall Street Journal Bestselling Author on Strategy

Please contact a GDA agent for information.

Topics

- Business Growth Strategies & Trends
- Emcees & Hosts
- Innovation & Creativity
- Leadership
- Teambuilding & Collaboration
- Thought Leader

About Rich Horwath

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."

Select Keynotes

- **Be Strategic Or Be Gone: Strategic Thinking for Competitive Advantage**

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.

- **Strategy Unplugged: From Zero to Strategy in 60 Minutes**



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.

• **Strategy for You: Building a Bridge to the Life You Want**

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.

Select Book Titles

- **2014:** Elevate: The Three Disciplines of Advanced Strategic Thinking
- **2012:** Strategy For You: Building a Bridge to the Life You Want
- **2009:** Deep Dive: The Proven Method for Building Strategy, Focusing Your Resources, and Taking Smart Action
- **2007:** Strategy Espresso: Triple Shots of Strategic Thinking to Energize Your Business
- **2006:** Sculpting Air: The Executive's Guide to Shaping Strategy
- **2004:** Storm Rider: Becoming a Strategic Thinker

Select Articles

- [Deep Dive Strategic Thinking Framework](#)

Rich Horwath, CEO of the Strategic Thinking Institute, introduces the Deep Dive strategic thinking framework to help managers think, plan and act strategically on a daily basis. Discover which of the four types of strategic thinkers you are and three key questions to help you think strategically to realize your leadership potential. Based on research for his book, Deep Dive: The Proven Method for Building Strategy, Rich shares tips and techniques for becoming less tactical and more strategic.

- [The Strategic Thinking Manifesto](#)

"It's a dirty little secret: Most executives cannot articulate the objective, scope and advantage of their business in a simple statement. If they

can't, neither can anyone else." Martin's research supports this point: 43 percent of managers cannot state their own strategy.

Select Testimonials

"We brought Rich in to speak on Strategic Thinking to our group of 150 senior leaders and managers 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 tools and techniques that they've committed to applying back in their organizations. We'll definitely be looking for future opportunities to engage with Rich again!"

— Dale Hicks, Intel

"Rich was the most effective speaker at the 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

"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 Deep Dive 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

"I've seen Rich Horwath present on Strategy twice now and 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. I personally appreciated his 3As discipline of strategic thinking: Acumen, Allocation, Action. Rich presented at the Intel Global Sourcing & Procurement Leadership Conference and the participants were able to take his framework and immediately apply to real Supply Chain business challenges. And to boot, Rich is a great storyteller – he was clearly one of the favorites at our conference."

— Kristin Porter, People Talent, Intel

"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, Marketing Director, Employee Benefits Management Services

"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

"Rich has a great stage presence, prepares meticulously, and executes his remarks very effectively. He opened our conference panel with a discussion of key strategic leadership characteristics, and left our audience, including me, wanting to know more. He then led an informed and interesting discussion between two notable CEOs in a way that was engaging and insightful."

— Tisha Schuller, President & CEO, Colorado Oil & Gas Association