

# Geoff Colvin

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## Geoff Colvin

Senior Editor-at-Large, *FORTUNE* magazine  
Author, *Talent is Overrated*, *The Upside of the Downturn*  
Host and panel moderator at FORTUNE's premier conferences worldwide

### Expertise

Economic Trends, Global Competitiveness, Government Regulation, Leadership and Management, Intersection of Politics and Business, Health Care, Secrets of High Achievers, Host, Discussion Leader, Moderator

### Why Geoff Colvin?

Geoff Colvin's regular column in *Fortune* magazine, his frequent cover stories for the magazine, and his broadcasts on the CBS Radio Network, have garnered him millions of eyes and ears who count on and respect his insights on the issues driving change in business and the economy. One of the most respected voices in business journalism, Colvin helps business look ahead at the key issues impacting business today: the global economy; government regulation; the impact of Washington politics/policy on the business environment and the economy; health care; leadership and management; global competitiveness and more. The insights he delivers are remarkable in their clarity, giving leaders the perspective they need to make better decisions about the future of their business. Geoff's groundbreaking book, *Talent Is Overrated: What Really Separates World-Class Performers From Everybody Else* – has remained a popular-selling book since it was released in 2008. His book, *The Upside of the Downturn*, looks at how business can compete in an age of diminished expectations. A speaker with compelling content, Colvin is also a brilliantly talented panel moderator and discussion leader who has played that role for Fortune magazine's many C-Level conferences around the globe. He has interviewed scores of top leaders including Jack Welch, Rudy Giuliani, Meg Whitman, Bill Gates and H.R.H. the Prince of Wales.



## Take Your Program to a New Level

### A Versatile Moderator/Host/Discussion Leader

In addition to delivering compelling and topical speeches, Geoff Colvin is brilliant at being the glue that keeps the program together. He's played that role for years at FORTUNE magazine's most important senior executive conferences all over the globe. He's interviewed everyone from Bill Clinton, Rudy Giuliani and Jack Welch to panels of high profile executives on the most challenging and sensitive of topics. Colvin's gift is putting the focus of your program squarely where it belongs – on the person(s) he is talking to and building an understanding of the issues being discussed. He gets the most out of the participants by asking the right questions, keeping the discussion relevant and the energy high. His work is so successful that many top firms couldn't imagine doing an important program without calling on his talents. As an attendee at a recent conference told the event organizer, "Geoff Colvin literally made this conference."

## Compelling Keynotes

### “Leading Ahead of What’s Next”

The whole world of business is changing in deep ways – competition, technology, government’s role, and the balance of global economic power are shifting massively. These are historic and profound changes, and they’re happening fast! Successfully navigating the tumult is every leader’s great challenge today. Geoff Colvin helps leaders meet it by bringing a unique perspective based on long-standing relationships with the world’s top leaders in business and government. He knows what they’re seeing, thinking, and planning. In addition, his own work published in *Fortune*, the *Harvard Business Review*, and his bestselling books reveals what distinguishes the most successful leaders – how they lead organizations, make choices, and respond to today’s challenges in ways that others can learn from. Colvin’s presentation is as fresh as the day’s headlines and at the same time rich with specific, profound lessons. To organizations facing extraordinary challenges; to compete and win will require extraordinary leadership at every level, Colvin explains what’s important, what isn’t, and what’s next.

### “The Political Circus, a Complex Economy and the Future of Your Business”

More than at any time in memory, Washington has become the center of the action for business and the economy. Taxes, spending, deficits, health care, inflation, interest rates, regulation, energy, education – all these critical issues and more are dramatically in play, affecting your organization in deep and lasting ways. One of America’s most respected business journalists, Geoff Colvin brings you the benefit of his insider access to top government and business leaders. He slashes through the bewildering spin, separating political fact from campaign fiction and explaining what’s really likely to happen in this election year and beyond. Always engaging and energetic, Colvin explains which policy decisions from the White House, Congress, and the Fed will matter most, how they will impact business and the economy, and how audiences can make sense of it all in guiding their lives and businesses.

### “What the World’s Best Companies Are Doing Right Now”

Geoff Colvin has an unmatched vantage point for seeing inside the world’s most successful companies. Backed by the resources of *Fortune*, he identifies them, reports on them, and knows their leaders. His access provides him with an insider’s perspective. It’s shown him what separates the winners from the losers. This talk is not about a set of evergreen management principles. Colvin identifies here the specific strategies and tactics that great companies are using right now to succeed in today’s turbulent business environment. There are plenty of valuable takeaways.

### “Talent Is Overrated – Real Truths of Great Performance”

What if everything you know about raw talent, hard work, and great performance is wrong? Odds are that few if any of the people around you are truly great at what they do—awesomely, amazingly, world-class excellent. But why not? Why don’t they manage businesses like Jack Welch or Andy Grove, or play tennis like Rafael Nadal, or play the violin like Itzhak Perlman? Scientific research on great performance exposes what most of us wrongly believe. Geoff Colvin, author of the groundbreaking national bestseller *Talent Is Overrated: What Really Separates World-Class Performers From Everybody Else*, explains the findings and relates them to real life in real organizations. He shows how most organizations value the wrong things – how passion, honesty, and learning are more valuable than hours, IQ, or “native ability.” In an engaging, entertaining way, he demonstrates that world-class performance doesn’t come from mysterious natural gifts but rather from very specific behaviors that every organization can adopt. People and organizations that learn from these principles gain a tremendous advantage, because most are still making costly errors. The same principles used by the greatest performers can be applied by all of us – and must be, if we’re to meet the challenge of rising standards in today’s global economy.

### “Finding Opportunity in the Health Care Revolution”

It’s the largest sector of the largest economy on earth, and growing fast. Health care is becoming the No. 1 issue facing America, and most organizations aren’t prepared for the profound changes they’ll have to make as a result. Important trends - regulatory, economic, technological - require that the health care industry and employers everywhere change their business models. Yet few are doing it. That’s a huge opportunity, and no one explains it better than Geoff Colvin, with his combined experiences as a longtime student of the industry, a trusted confidant of top business and government leaders, and an acknowledged expert on management, leadership, and strategy. As he shows, the good news is that while today’s circumstances are unique, the challenges are not. Audiences learn where this giant industry is going, how organizations can adapt strategies and business models to compete and win in the new health care environment, and how the best business leaders inspire the needed changes. Filled with deep insight and specific takeaways, and always customized for your group, Colvin’s talk is engaging, substantive, and upbeat.