

Challenges

"Our audience wants valuable content delivered in an engaging and entertaining way."

"Our audience wants practical tools and real-world concepts they can use immediately."

"Our audience doesn't find value in motivational speakers with no content."

Solution: Rich Horwath

National thought leader on strategy

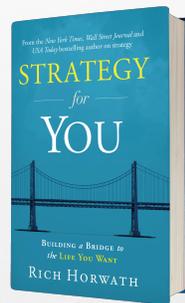
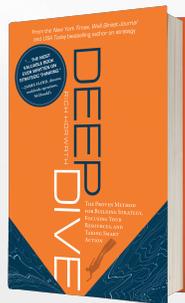


Bestselling author on strategy

The
New York
Times

THE WALL
STREET
JOURNAL

USA
TODAY



Rich Horwath

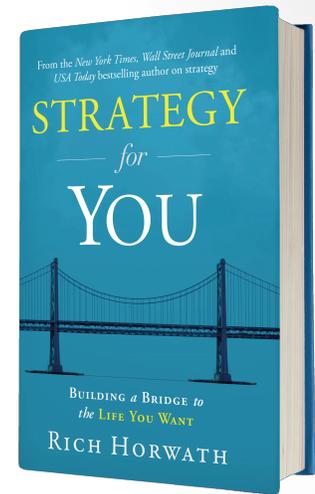


Keynote Speeches

STRATEGY FOR YOU: *Using the Principles of Strategy to Achieve Business and Personal Success*

Strategy is the foundation of success in business. Strategy creates the bridge from where you are today to where you want to go. But, very few people know what strategy is and how to effectively use it. As a former Chief Strategy Officer and professor of management, Rich Horwath provides a five-step plan for using the foundational principles of strategy for both business and personal success:

- DISCOVER:** Uncover your purpose through insight.
- DIFFERENTIATE:** Identify your unique strengths.
- DECIDE:** Allocate your resources.
- DESIGN:** Develop your action plan.
- DRIVE:** Execute your plan.



Using real-world examples from business, sports, and entertainment, Rich provides audiences with an understanding of what strategy is and how to use it at work and home. The result is the power to get from where you are today to where you want to go--the power to live strategically.

Key Learning's:

1. Master the concept of strategy and effectively develop goals, objectives, strategies and tactics for your business, career, and personal life.
2. Confidently make strategic decisions to most effectively allocate your time, talent and budget at work and at home.
3. Apply the five-step process to build real-world strategies that achieve your professional and personal goals.
4. Create a blueprint to guide your business and personal activities.
5. Practice using strategy tools on your business and personal initiatives.

“ Rich was the most effective speaker at the 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

DEEP DIVE: Building Strategic Thinking Skills for Competitive Advantage

Recent studies on leadership by the Wall Street Journal and Chief Executive Magazine have found that the #1 ranked, most valued skill in leaders today is strategic thinking. But only 3 out of every 10 managers are strategic. Rich Horwath helps business people at all levels understand what strategy is and how to think strategically on a daily basis to profitably grow their business. The result is that participants leave with a framework to think strategically on a daily basis and gain practical tools to reach their true strategic potential.

Key Learning's:

1. Master the three disciplines of strategic thinking to be proactive instead of reactive:

Acumen: how to generate new insights for new business growth.

Allocation: how to prioritize activities and resources.

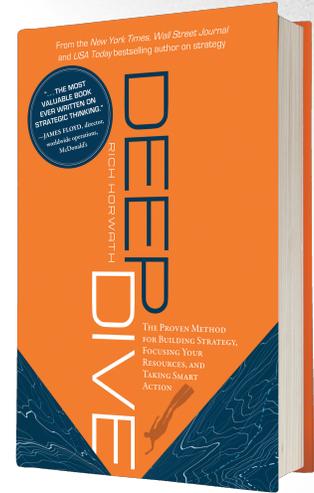
Action: how to stay focused on the important, not urgent.

2. Develop a common understanding, language and toolkit for strategy.

3. Create differentiated strategies to build sustainable competitive advantage.

4. Enhance the ability to make strategic trade-offs and focus resources.

5. Overcome five execution errors to successfully implement strategy.



Join these world-class organizations in working with Rich:



“ Rich is an exceptional talent and one I look to for expert advice on business strategy. He 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