



**Rich Horwath** is a New York Times, Wall Street Journal and USA Today bestselling author on strategy. As the CEO of the Strategic Thinking Institute, Rich leads executive teams through the strategy process and has helped more than 50,000 managers around the world develop their strategic thinking skills. A former Chief Strategy Officer and professor of strategy, he brings both real-world experience and practical expertise to help leaders build their team's strategic capabilities. Rich and his work have appeared on ABC, CBS, CNBC, CNN, NBC and FOX TV. He is recognized in the textbook *Strategy in the 21st Century* as one of the key contributors in the history of strategic management for his thought leadership in the field of strategic thinking. A highly sought-after keynote speaker, Rich has spoken to leaders at world-class companies including Google, Intel and FedEx and has been ranked the #1 speaker on strategy & innovation at national conferences. Rich is the author of six books, including, *Elevate: The Three Disciplines of Advanced Strategic Thinking*, which a leader at Intel proclaimed: "If you only read one book on strategy, this has to be that book!" His book, *Deep Dive: The Proven Method for Building Strategy*, has been described by the Director of Worldwide Operations for McDonalds as "...the most valuable book ever written on strategic thinking." And *Strategy for You: Building a Bridge to the Life You Want*, helps people apply the principles of business strategy to their overall life and was the #1 bestselling book on Amazon.com. Rich's innovative work in the field of strategic thinking has created dozens of proprietary offerings including group workshops, assessments, books, mobile apps, workbooks,...

## Rich Horwath

### Speech Topics

- ▢ Teambuilding
- ▢ Sales
- ▢ Peak Performance
- ▢ Organizational Skills
- ▢ Motivation
- ▢ Communication Skills



## Testimonials

▢ "Rich provided an outstanding keynote speech on strategic thinking and planning. The presentation was very interactive and we received tremendous feedback from our members."

- Rob Wilson, Education Chair, Young Presidents Organization.

▢ "Rich was the most effective speaker at the SHRM Annual Conference. 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.