



RICH HORWATH

"The world's foremost expert on strategic thinking."
Chief Executive Magazine

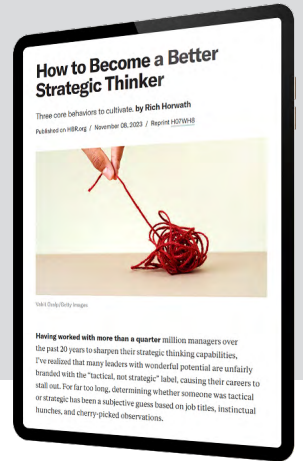
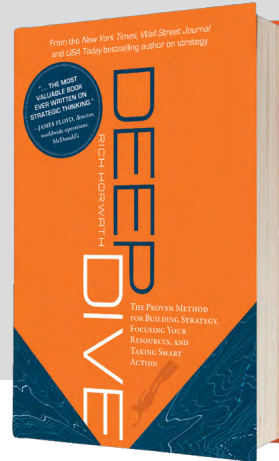
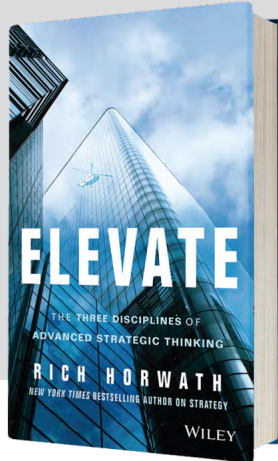
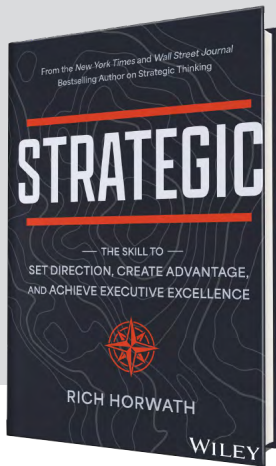
Rich Horwath is the founder and CEO of the Strategic Thinking Institute where he helps executive leadership teams think, plan, and act strategically to set direction, create advantage, and maximize their leadership performance. He is a *New York Times* and *Wall Street Journal* bestselling author of eight books on strategic thinking, including his new book: *STRATEGIC: The Skill to Set Direction, Create Advantage, and Achieve Executive Excellence*. Rich has helped more than a million leaders from North America, South America, Europe, Africa, Asia, and Australia develop their strategic thinking and planning skills over the past two decades in pursuit of his vision to teach the world to be strategic.

From the Bestselling Author on Strategic Thinking

The New York Times

THE WALL STREET JOURNAL.

Harvard Business Review



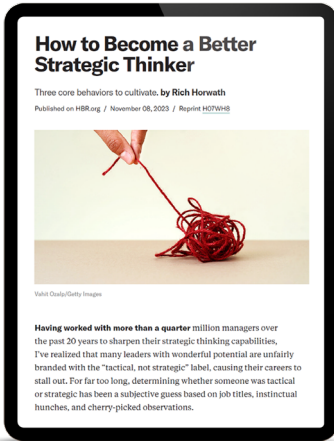
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RICH HORWATH KEYNOTE SPEECH & WORKSHOP



Author of Harvard Business Review's
Most Popular Article of 2023

Strategic Thinking

The Key to Unlocking Profitable and Professional Growth

A study of 400 talent management leaders found that the most desired skill in business today is strategic thinking. Unfortunately, only 23% of people are rated strong in strategic thinking. Are you and your team tactical or strategic? The answer can make or break your business.

Rich Horwath, CEO of the Strategic Thinking Institute and New York Times bestselling author of eight books on strategy, shares the 3A Strategic Thinking Framework that's been used by more than one million people around the world to master this crucial skill set. He provides proven and practical tools to enable people at all levels and functions – from individual contributors to the C-suite – to think, plan, and act strategically to both profitably grow their business and maximize their leadership performance.

KEY LEARNINGS:

1. How to create a common language for strategy and planning.
2. Tools to generate insights that lead to new value for stakeholders.
3. Techniques to make strategic trade-offs and say “no.”
4. Improving prioritization by eliminating reactivity and fire drills.
5. How to leverage the 3A Strategic Thinking Framework to think, plan, and act strategically every day.

“I 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. Rich led a strategy workshop at the Intel Leadership Conference and the executives were able to take his 3A Strategic Thinking framework and immediately apply it to real business challenges.”

– Kristin Porter, People Talent

intel®



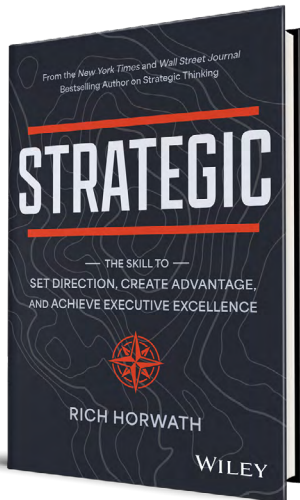
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The New York Times

THE WALL STREET JOURNAL.

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RICH HORWATH KEYNOTE SPEECH & WORKSHOP



STRATEGIC

The Skill to Set Direction, Create Advantage, and Profitably Grow Your Business

A study of more than 10,000 senior executives showed that the #1 most important leadership behavior critical to company success is “being strategic.” However, research shows only 3 out of every 10 leaders has mastered this skill. And since bad strategy is the main cause of business bankruptcy 80% of the time, having leaders that can think, plan, and act strategically is often the difference between success and failure.

Rich Horwath, CEO of the Strategic Thinking Institute and New York Times bestselling author of eight books on strategy, provides senior leaders with a framework to master the most important business skill of our time: being strategic. Rich designed the Strategic Fitness Framework to help executives transform the complexity of their business into clear strategic direction. By developing their strategic fitness in the four disciplines of strategy, leadership, organization, and communication, executives will be able to confidently navigate every business challenge and create new value to achieve their goals.

KEY LEARNINGS:

1. Framework to create a common language and consistent understanding of strategy throughout the enterprise.
2. Tools to anticipate and adapt to changes in your business situation.
3. Techniques to evolve your business model and leapfrog competitors.
4. How to create an ownership mindset through innovative thinking.
5. Methods to facilitate strategy conversations that increase collaboration and alignment across the enterprise.

“I learned more useful and practical strategy tools in one day with you than in five days at the Wharton Executive Education Program on Strategy. Your Strategic Thinking workshop was much more of what I was looking for: one day of using practical tools to think strategically to develop a strategy. I can envision using what you taught us immediately with my team for next year’s planning.”

– Michael Tomcsanyi, National Director



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