

# GEOFF COLVIN

Senior Editor-at-Large, Fortune Magazine and Author, “Talent is Overrated”

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- One of journalism’s sharpest and most respected commentators on leadership, management, globalization, the economy, human performance and related issues
- Award-winning thinker, author, broadcaster, and speaker on the most significant trends and issues impacting business and the economy
- As a keynote speaker, Geoff has a knack for bringing clarity to the most important and complex issues impacting business and the economy
- In his fourth decade at Fortune, Geoff Colvin’s breadth of experience is impressive

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Geoff Colvin is an award-winning thinker, author, broadcaster, and speaker on the most significant trends and issues impacting business and the economy. As Fortune magazine's Senior Editor-at-Large, Geoff has an insider's perspective fueled by long-standing relationships with the world's top leaders in business and government.

He knows what they're seeing, thinking, and planning and reveals how they're leading, making choices, and responding to today's challenges in ways that others can learn from.

In his fourth decade at Fortune, Geoff Colvin's breadth of experience is impressive. He is one of journalism's sharpest and most respected commentators on leadership, management, globalization, regulation, corporate governance, competition, the economy, the infotech revolution, human performance and related issues. Geoff's regular column and frequent cover stories in Fortune have earned him millions of loyal readers. His "On Leadership" series, which appears online on Money.CNN.com, provides a compelling look at what top leaders are doing to navigate uncertain times.

Geoff is also one of America's preeminent business broadcasters. He is heard every day on the CBS Radio Network, where he has made over 10,000 broadcasts and reaches seven million listeners each week. He has appeared on Today, The O'Reilly Factor, Good Morning America, Squawk Box, CBS This Morning, ABC's World News Tonight, CNN, PBS's Nightly Business Report, and dozens of other programs. He served as anchor of Wall Street Week with Fortune on PBS, he spoke each week to the largest audience reached by any business television program in America.

As a keynote speaker, Geoff has a knack for bringing clarity to the most important and complex issues impacting business and the economy. He has spoken for scores of corporate and association conferences on six continents including dozens of high-level Fortune conferences. His speeches pull together timely insights and strategies and are tailored to deliver relevant insights that help leaders understand what the future holds.

In addition to speaking Geoff is also a brilliant panel moderator, emcee and interviewer whose subjects have included Jack Welch, Henry Kissinger, Richard Branson, the Prince of Wales, Bill Gates, Alan Greenspan, Steve Case, Tony Blair, Michael Dell, Ted Turner, George H.W. Bush, George W. Bush, Henry Paulson, Ben Bernanke and many others.

Geoff is a respected author whose groundbreaking international bestseller, Talent Is Overrated: What Really Separates World-Class Performers from Everybody Else, has been published in a dozen languages. The Upside of the Downturn: Management Strategies for Difficult Times was named “Best Management Book of the Year” by Strategy + Business magazine. Geoff’s next book (due in mid-2015) is called Humans are Underrated: What High Achievers Know That Brilliant Machines Never Will. It’s based on the idea in his wildly popular article in the 2014 Fortune 500 issue – “In The Future Will There Be Any Work Left for People to Do?” It will look at the trend of technology displacing more jobs than it creates and the ways people will create value for their organizations and their careers in the changing economy. The ideas have profound implications.

A native of Vermillion, South Dakota, Geoff Colvin is an honors graduate of Harvard with a degree in economics and has an M.B.A. from New York University.

## TEMAS

- Economy
- Leadership & Management
- Innovation
- Business Trends
- The Business Climate
- Government Regulation
- Global Competition
- Secrets of High Achievers
- Moderator/Interviewer/Emcee

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## PROGRAMAS

- Which critical trends will most impact your business and the economic climate?
- What are the best leaders and organizations doing right now to grow in uncertain/disruptive times and harness the opportunities that are always present, regardless of the business cycle??
- What are the unexpected truths about great performance and how can organizations and individuals use them to ramp up performance?

- What are the critical jobs skills of the future for individuals and organizations in a world where technology destroys more jobs than it creates. Hint: think empathy!

**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.

**CONFRONTING THE REALITY OF CHANGE**

When change comes at us from every direction, it can feel like our only option is to play defense. "Not so," says Geoff Colvin of Fortune. "The best leaders I've reported on have found ways to embrace a world of continuous disruption and build a powerful competitive advantage in the process." Geoff is optimistic about the future as he unpacks step-by-step how we can all respond faster to change and even get ahead of it as individuals, teams, and enterprises. Geoff provides actionable takeaways to help leaders face change smarter:

- What the best leaders and companies are doing right now to create the future
- Why confronting reality faster is the key to seizing new opportunities
- Biggest pandemic lessons for business

- Scenario planning: surviving bad times begins with better decisions in good times
- 3 best ways to lead during crisis and disruption
- Creativity and innovation – how to unleash it individually and organizationally

**RISKS & OPPORTUNITIES IN THIS ECONOMY**

Global turmoil has roiled an already fragile economic order in ways that are still unfolding. At Fortune, Geoff tells the economic story in terms that focus on the risks and opportunities. Business people already know the numbers – what they might miss is the big picture; the forces driving the trends causing disruptive change in their world and, most importantly, what to do about it. This presentation isn't a stream of economic statistics; it's an optimistic story that Geoff tells engagingly, humorously, and memorably with valuable takeaways because, as he says, "Even in tough times, somebody's going to win, why not you?".Geoff covers:

- Why, even in times like this, it's vital to remain optimistic
- The latest data and trends curated for the audience/industry he's addressing
- A plain-spoken explanation of what's going on now – on Main Street, Wall Street, in Washington, and globally.
- How successful companies are winning in this economy

**FUTURE-PROOF YOUR BUSINESS MODEL**

Four big trends are causing business leaders angst as they confront the idea that their business model needs to change. In this talk, Geoff Colvin looks at how the economic climate, advancements in tech, global and domestic politics, and workers are moving to render many business models obsolete. As a result, business model innovation has become a must-have competence for all companies. That's a problem for those that are unprepared but a huge opportunity for those who are paying attention and taking this challenge seriously. Geoff reveals:

- Inspiring examples of companies transforming their business model and winning
- Key trends driving the need for business model change
- How to just do it: Stop protecting yesterday and start creating the future
- The secrets to becoming a business model innovator
- How to adapt to a friction-free economy and create outsized opportunities
- Why human capital is the most valuable kind and how to make the most of it

### LEARNING FROM THE WORLD'S GREATEST LEADERS

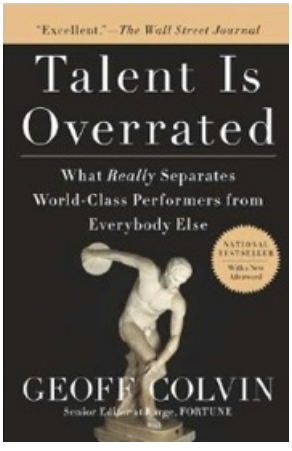
Through his work at Fortune, Geoff Colvin has seen top business leaders up close. Over the years, he's gotten to know many of those leaders well. Watching them and talking with them has revealed eye-opening insights into how they cope with change, wrestle with transforming their companies, and face the economic, competitive, technological, and political forces buffeting their businesses. Geoff unpacks their stories in this talk uniquely crafted for each audience, showing relevant lessons learned from leaders and companies we all know.This talk can focus on several themes:

- The crucial process of making tough decisions
- Finding and keeping great employees
- Navigating regulatory uncertainty
- Adopting new technology
- Managing in a crisis
- Leading cultural change

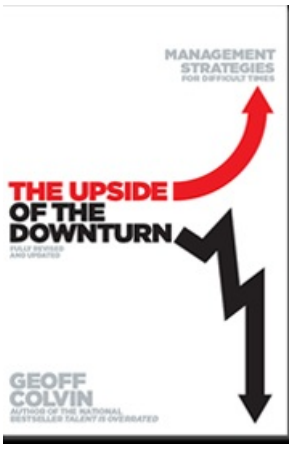
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## PUBLICACIONES

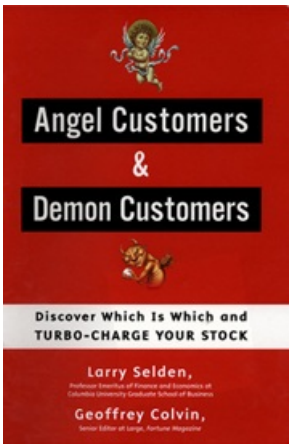
### Libros




TALENT IS OVERRATED




THE UPSIDE OF THE DONWTURN




ANGEL COSTUMERS AND DEMON CONSTUMERS

## CONDICIONES

- **Travels from:** New York, USA
- **Fee Range:** Please Inquire