HiCue speakers
Higher Content & Inspiration



RITA GUNTHER MCGRATH

Global expert on strategy, innovation, and strategic inflection points

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- Consistently ranked among the Top 10 Management Thinkers worldwide by Thinkers50
- Author of 5 best-selling books, including Seeing Around Corners and The End of Competitive Advantage
- One of the world's foremost experts on strategic inflection points and discovery-driven growth
- Trusted advisor to Fortune 500 companies and global organizations navigating transformation
- Celebrated Columbia Business School professor and dynamic keynote speaker

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Rita McGrath, one of the world's top experts on strategy and innovation, is consistently

ranked among the top 10 management thinkers in the world by the prestigious Thinkers50 and won their #1 award in strategy. She is a trusted partner and strategic advisor in the C-suites of many of the country's biggest and most well-known companies - especially as they work to grow, evolve, reinvent themselves and see around corners. Rita is known for her energy, positivity, storytelling, and ability to connect with audiences. She is also a sought-after corporate speaker, a long-time educator at Columbia Business School, the author and host of the popular podcast and newsletter Thought Sparks, available on Youtube.

She is considered one of the world's foremost experts on strategic inflection points, the topic of her most recent book - Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen (Houghton Mifflin Harcourt, 2019). She is the author of 5 books on leadership, business and organizational management including the best-selling The End of Competitive Advantage (Harvard Business Review Press, 2013). Her work on discovery-driven growth was praised by the late legendary management thinker Clayton Christensen as offering "some of the most important ideas of management and strategy that have ever been developed." She is currently working on a book full of humor and insight for business leaders aimed at helping organizations become '2% less stupid' by adopting permissionless structures.

Rita regularly sits down for in-depth conversations with high level authors and leaders in business for her popular podcastThought Sparks. She also writes a regular Thought Sparks newsletter and shares insights across social media platforms, including LinkedIn, where she has more than 45,000 followers.

Known for her energy, positivity, storytelling and ability to connect with audiences, Rita is a sought-after corporate speaker and a long-time educator at Columbia Business School where she leads its popular Executive Education course Leading Strategic Growth and Change, guest-lectures in a number of other courses and is active in a variety of initiatives including the launch of its Think Bigger Innovation Hub.
She also acts as faculty director for some of Columbia's prestigious custom programs offerings, learning experiences designed specifically for individual organizations.

One of the most frequent contributors to the Harvard Business Review, she publishes regularly in other premier journals such as the MIT Sloan Management Review and was

awarded the prestigious C. K. Prahalad award from the Strategic Management Society, an award for scholarly impact on practice. She has won many other awards for her work and impact, including the “Theory to Practice” award from the Vienna Strategy Forum, the “Best Paper” award from the Academy of Management Review and multiple “best book” awards for her work.

A proud graduate of Barnard College (B.A.), the Wharton School at University of Pennsylvania (PhD) and the Columbia School of International and Public Affairs (M.P.A), Rita is also co-leader of the Silicon Guild, a group of thought leaders and best-selling authors who write about trends in business, society and culture.

TEMAS

Rita tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Strategy
- Innovation
- Leadership
- Competitive Advantage
- Competition

PROGRAMAS

The End of Competitive Advantage and the New Strategy Playbook

In this popular talk, Rita McGrath outlines the essence of a new strategy playbook which recognizes that competitive advantages are often fleeting and that companies need to adopt an entirely different set of practices than those they used when advantages were more easily protected. Among the key elements of the new playbook are continuous reconfiguration rather than change management; healthy disengagement rather than desperate reshuffling; deft resource allocation rather than resources being held hostage;

continuous rather than episodic innovation; leaders prepared to face brutal truths with candor; and individuals who will increasingly be running their careers as tours of duty rather than being cogs in a hierarchical system. This talk can be accompanied by diagnostic exercises which can measure how ready you and your organization are for the transient advantage economy. This talk can also be customized to reflect the particular circumstances of your company or sector.

Discovery Driven Planning

Discovery Driven Planning is a Harvard Business Review best-seller and has been adopted by companies all over the world as a key innovation tool. It has received heavy endorsements from Clayton Christensen, who proclaimed it an antidote to “innovation killers” and also used it in his recent best-seller What Are You Going To Do With Your Life?

Rita McGrath’s main argument is that most established companies have everything they need to take advantage of high-growth opportunities, with one exception: the right disciplines. Her entertaining and provocative sessions will help you and your people understand the disciplines that work to drive innovation and growth.

Discovery Driven Planning

Stop using the same planning techniques for new businesses that you use for existing ones; instead, plan to learn.

MarketBusting

You too can identify huge growth opportunities by using five key lenses with discipline.

Entrepreneurial Leadership

Understand the five key practices that create an entrepreneurial mindset and / culture in your company

Real Options Reasoning

Contain risk while accessing opportunities to maximize the benefit to your organization.

Designing a portfolio for growth

How you can balance the long-term and short-term investment horizons while simultaneously integrating strategy, projects, budgeting and people development

The middle managers' role in growth programs

The much-maligned middle manager is often the secret weapon in a drive to create growth.

Learning to live with complexity

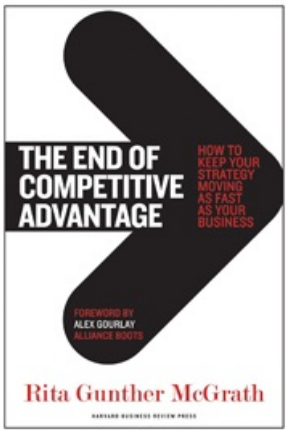
Complex systems require an entirely different thought process than merely complicated ones. How you can master techniques for coping.

Failing By Design

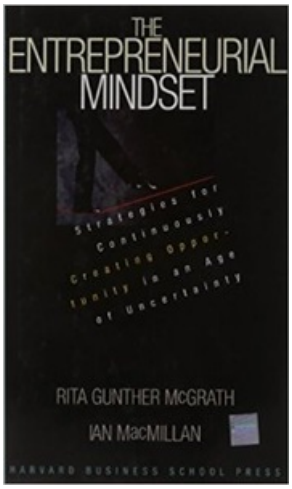
In uncertain environments, failure is inevitable. It can also be extraordinarily useful. Learn about intelligent failure and how to make the most of it.

PUBLICACIONES

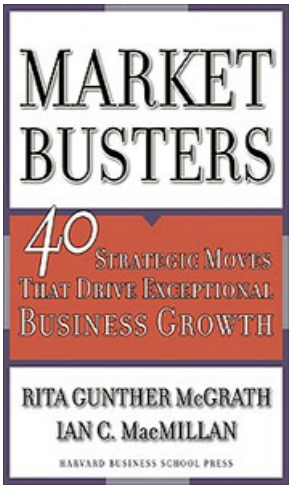
Libros



THE END OF COMPETITIVE ADVANTAGE



THE ENTREPRENEURIAL MINDSET



MARKETBUSTERS

CONDICIONES

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