



# Rita Gunther McGrath

Expert on Strategy in Uncertain and Volatile Environments



CSA Celebrity Speakers Ltd

Rita Gunther McGrath, a Professor at Columbia Business School, is a globally recognized expert on strategy in uncertain and volatile environments. Her thinking is highly regarded by readers and clients who include Pearson, Covidien, Coca-Cola Enterprises, General Electric, Alliance Boots, and the World Economic Forum.

**"She was recognized as one of the top 10 management thinkers by global management award Thinkers50 in 2013"**

## In detail

Rita has been recognized as one of the top ten business school professors to follow on Twitter, and was named one of the 25 smartest women to follow on Twitter by Fast Company magazine. In 2009, she was inducted as a Fellow of the Strategic Management Society, an honour accorded to those who have had a significant impact on the field. She serves as Dean of the Fellows. McGrath is the co-author of three books in addition to her brand new book 'The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast As Your Business' (Harvard Business Review Press). Rita McGrath appears regularly on television and radio and is often cited in the press. She maintains an active blog and is featured as a discussion leader at Harvard Business Online.

## What she offers you

Rita is an exceptional instructor and is highly valued for her ability to challenge executives' assumptions and provoke fresh thinking. Her extensive experience with companies all over the world, make her a unique resource for organisational leaders.

## How she presents

Rita takes complex topics and makes them understandable and applicable. Her presentations are extremely informative, full of examples, case studies and questions which prompt lively discussions. Her handouts, tools, and slides enhance her classes tying academic research to actionable takeaways.

## Topics

Discovery Driven Planning  
MarketBusting  
Entrepreneurial Leadership  
Real Options Reasoning  
Learning to Live with Complexity  
Designing a Portfolio for Growth  
Failing by Design

## Languages

She presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

## How to book her?

Simply phone or e-mail us.

## Publications

### 2013

The End of Competitive Advantage

### 2009

Discovery Driven Growth

### 2005

Marketbusters

### 2000

The Entrepreneurial Mindset