

Rita Gunther McGrath

Expert on Strategy in Uncertain and Volatile Environments

"One of the world's top experts on innovation and growth"

Rita Gunther McGrath, a Professor at Columbia Business School, is a globally recognised 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.

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.

PUBLICATIONS:

2021	Seeing Around Corners
2021	Podcast: Thought Sparks
2013	The End of Competitive Advantage
2009	Discovery Driven Growth
2005	Marketbusters
2000	The Entrepreneurial Mindset

IN DETAIL:

Rita has received the #1 achievement award for strategy from the prestigious Thinkers50 and has been consistently named one of the world's Top 10 management thinkers in its bi-annual ranking. As a consultant to CEOs, her work has had a lasting impact on the strategy and growth programs of Fortune 500 companies worldwide. She was recently named the #1 Management Thinker by Global Gurus. In addition to her work writing, teaching, speaking and consulting, Rita has founded Valize, LLC, which she hopes to develop into an innovation platform that will help companies build sustainable innovation capabilities.

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, makes 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.