



## RITA GUNTHER MCGRATH

Columbia Business School Professor, strategy and innovation Expert

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- Ranked #5 in the Top Ten Management Thinkers in the World by Thinkers50
  - Thinkers50 presented Rita with the #1 award for Strategy
  - The End of Competitive Advantage was recognized by Strategy+Business as the #1 business book of the year
  - Rated one of the 25 smartest women to follow on Twitter by Fast Company Magazine
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Rita Gunther McGrath, a Professor at Columbia Business School, is regarded as one of the world's top experts on strategy and innovation with particular emphasis on developing

sound strategy in uncertain and volatile environments.

Her ideas are widely used by leading organizations throughout the world, who describe her thinking as sometimes provocative, but unfailingly stimulating. She fosters a fresh approach to strategy amongst those with whom she works.

Thinkers50 presented Rita with the #1 award for Strategy, the Distinguished Achievement Award, in 2013. Rita is in their top ten global list of management thinkers overall. She has also been inducted into the Strategic Management Society “Fellows” in recognition of her impact on the field.

Rita maintains an active social media presence, and has been rated one of the 25 smartest women to follow on Twitter by Fast Company Magazine. She consistently appears in rankings of the top business school professors to follow on that medium: Professors on Twitter. She authors a regular column, “The Entrepreneurial Strategist” for Inc Magazine and blogs regularly at HBR.org. Rita is also one of the Wall Street Journal’s Experts.

Rita’s new, best-selling book, is titled *The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business*, which was recognized by Strategy+Business as the #1 business book of the year. Rita has co-authored three previous books: *Discovery Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity* (2009); *MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth* (2005); and *The Entrepreneurial Mindset* (2000), all published by Harvard Business Review Press. *MarketBusters* has been translated into ten languages and was named one of the best business books of 2005 by Strategy+Business.

Rita is one of the most widely published authors in the Harvard Business Review, including the best-selling “Discovery Driven Planning” (1995), which was recognized as an early articulation of today’s “lean” startup philosophy and has been praised by Clayton Christensen as one of the most important ideas in management - ever. She is a highly-respected academic researcher whose work has won awards from the most prestigious management journals.

Rita joined the faculty of Columbia Business School in 1993. Prior to life in academia, she was an IT director, worked in the political arena, and founded two startups. She received

her Ph.D. from the Wharton School, University of Pennsylvania and has degrees with honors from Barnard College and the Columbia School of International and Public Affairs. She is married and is proud to be the mother of two delightful grownups.

## TEMAS

- Strategy
- Innovation
- Leadership
- Competitive Advantage
- Competition

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## 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.

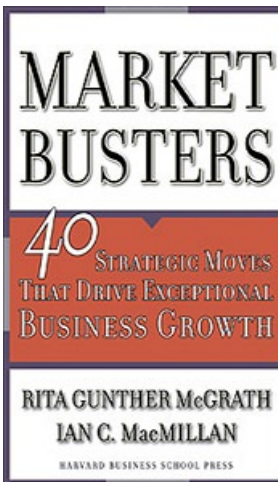
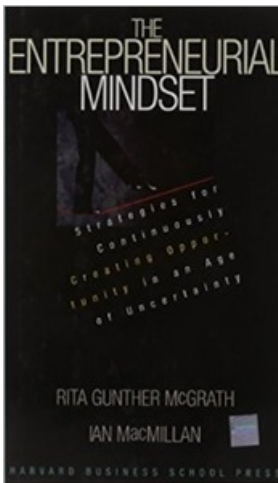
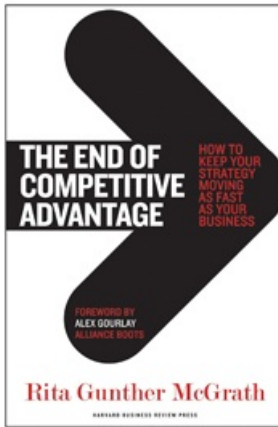
## **Failing By Design**

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

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## **PUBLICACIONES**

Libros



- **Travels from:** New York, USA
  - **Fee Range Latam:** USD 40.000 to USD 50.000
  - **Fee Range USA:** USD 30.000 to USD 40.000
  - **Virtual Fee Range:** USD 20.000 to USD 30.000
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