

# Oren Harari

*One of the “best minds” in management  
is one of the best speakers around ... a  
riveting thought-leader and change-master*

## Testimonials

I'm sure you hear this often, but your presentation was outstanding. It not only contained timeless strategic information, it was perfectly adapted for [our] audience of policy-makers and customers.

—STAN CAVENDISH, VERIZON



Thank you for your incisive and 'eye-opening' presentation.

—NEIL RESSLER, VP & CHIEF TECHNICAL OFFICER, FORD MOTOR COMPANY.



Your presentation was super, and feedback has been overwhelmingly positive—you certainly "WOWed" this group!"

—SUJATA PAUL, CABLE AND TELECOMMUNICATIONS ASSOCIATION FOR MARKETING



Dear Oren: Perfect. Most sincerely,

—JONATHAN KEMPNER, PRESIDENT, NATIONAL MULTI-HOUSING COUNCIL



You scored 9.99 on a scale of 1-10. But even more important, your message was right on target.

—GERALD FITZGERALD, PRESIDENT & CEO, OAKWOOD HEALTHCARE SYSTEM



Oren Harari is a standout as a presenter—energetic, charismatic, challenging, motivating, frank and compelling. But more importantly, his ideas on competitive advantage, organizational change, and transformational leadership truly change how leaders conduct business.

A professor at the University of San Francisco's Graduate School of Business, Harari teaches strategic and global management. In 2001, the editors of *Business Minds* (published by the Financial Times of London) named him one of the 40 “best minds” in management in the world. From 1984 to 1996, Oren was a senior consultant and speaker with The Tom Peters Group. He was a founding member of The Integrity Institute—a foundation that measures and elevates the integrity of corporations, leaders, and capital markets (a mission he calls ‘noble’). These roles, tasks and accomplishments barely scratch the surface of Harari's resume.

Oren's chart-topping and thought-provoking books, as well as the outstanding and customized programs which he frequently delivers as a much sought-after business speaker. His most recent and widely acclaimed titles are: *Break from the Pack: How to Compete in a Copycat Economy*; *Leadership Secrets of Colin Powell*; *Beep! Beep!: Competing in the Age of the Roadrunner*; *Leapfrogging the Competition: Five Giant Steps to Becoming a Market Leader*; and *Jumping the Curve: Innovation & Strategic Choice in an Age of Transition*.

Equally impressive are the many topics that he is asked to address:

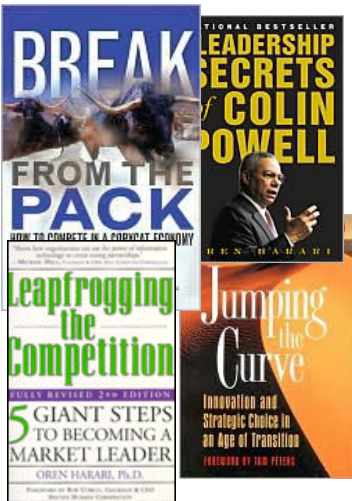
- How to Thrive & Grow in an Unpredictable, Chaotic Marketplace
- Maintaining a Unique Brand While Surrounded by “Me-Too” Competitors
- How to be (or Make Decisions like) a Transformational, Results-Based and High-Integrity Leader
- Inspiring Innovation and Creating Change
- How to Galvanize People to Strive for and Achieve Extraordinary Goals
- Creating an Innovative Corporate Culture of Turbo Speed, Fluid Agility and Sensible Risk-Taking
- Developing Customer Intimacy While Building Profit Margins and Market Share
- Why Innovating Operations and Your Supply Chain is as Vital as Innovating Products and Services
- How to do Unconventional Mergers and Acquisitions that Create, Not Destroy, Shareholder Value
- Attracting and Retaining Top Talent
- How to Build Superb Corporate Governance to Spur Top Corporate Performance
- Leading from the Middle—Or How to Do Cool Stuff Even When Your First Name Isn't CEO



## ESPARZA SPEAKERS

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PHONE: 703.243.1620 • WEBSITE: WWW.ESPARZASPEAKERS.COM



Oren is a prolific and popular author

### More Testimonials:

Your lecture was the most inspiring speech I ever heard. [It] propelled me to accelerate our e-business networking. Thank you.

—CHARLES E. GLEESON II, PRESIDENT & CEO, C. E. GLEESON CONSTRUCTORS, INC.



...fantastic! If you are looking to break through archaic management models, embrace change and inspire unconventional thinking within your organization, Oren is your speaker! He is a wonderfully engaging speaker who makes you think ... an expert on what it takes to lead in the 21st Century.

—DEBRA CHANDLER, VP BUSINESS DEVELOPMENT, CENTURY 21 REAL ESTATE CORPORATION



Your presentation was one of the best I've seen ... Your views on technology and its impact on the business world provided a stimulating and thought-provoking start to our conference.

—STEPHEN O'CONNOR, MORTGAGE BANKERS ASSOCIATION OF AMERICA



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Descriptions of a few of Oren's most popular programs—each customized for each audience:

### How to Break From the Pack—and Stay Ahead Of It

In today's Copycat Economy, products are commoditized, services are imitated, and traditional barriers to market entry are collapsing. Markets become crowded with "me-too" players and products. In this environment, it's difficult to differentiate yourself from competitors, keep profit margins and customer loyalty up, and grow market share and stock value. To sustain healthy growth and competitive advantage in today's Copycat Economy, your organization must break from the pack. Mindful of your specific program objectives, Harari will address issues like:

- The symptoms of the Copycat Economy and the causes of Commodity Hell, and how to break from the pack while competitors stay stuck in "hell"
- Why many orthodox and familiar management approaches will not help you break from the pack—Beware: your company is probably doing some of them!
- Creating a culture of curiosity, passion, ongoing innovation, prudent risk, and disciplined execution
- How to innovate in 'dull' areas like operational efficiency—not just to save money and time, but to enjoy quantum leaps in foresight, customer care, and agility
- What it takes to be the hero who moves forward boldly, develops break-from-the-pack plans, and executes them with brilliance, flair and discipline

### A New Leadership Paradigm: What it Takes to Transform Companies & People

Oren shares up to 30 elegant, rigorous, "battle-tested" principles which take organizations to new heights of competitive advantage and employee commitment, including:

- How to "eat change for breakfast," and how to make change a competitive weapon
- How to build a spirit of speed and entrepreneurship in your organization
- How to execute with overwhelming force and effectiveness
- How to become 'The Chief Dis-Organizer'
- How to lead with integrity and character
- How to take the right kinds of risk
- How to unleash your talented people without creating chaos
- How to stay engaged without micro-managing and second-guessing
- How to "team up with aliens" (individuals and groups outside your industry)
- How to lead with the 5 C's: Courage, Creativity, Compassion, Curiosity, Consistency

### How to Create Fast, Agile, Innovative, "Road Runner" Organizations

Oren explains how organizations thrive in a globally networked, nanosecond marketplace. Topics include how to create an organization:

- that "turns on a dime" and gets to market first
- that plays offense a lot more than defense
- that is so lean and mean it can focus on 'market units of one,' customized products, personalized services
- that has a bold and audacious cultural "tone"
- that is perpetually learning
- that turns employees into owners and businesspeople
- that transforms itself into a web of innovative networks and alliances
- that aligns technologies, systems, cultures and people towards audacious goals
- that is full of hard-working people who have fun

### Jumping the Curve: A New Business Paradigm for a New Marketplace

Oren describes why organizations and markets are facing an "age of transition" and why leaders must help those businesses "jump the curve," making significant, discontinuous leaps in products and business models. He discusses four critical strategic leadership imperatives:

- The innovation imperative: how to practice "creative destruction."
- The intelligence imperative: how to grow a "smart" organization.
- The coherence imperative: how to link execution to values and ideals.
- The responsibility imperative: how to guarantee that customers are your final arbiters