



Andrew Winston

Andrew Winston is the best-selling author of *Green to Gold* and *The Big Pivot*. The definitive voice in how companies can thrive in a hotter, scarcer and more open world.

Your talk was so energizing... you did a wonderful job balancing tangible facts, with action to be taken....with great humor along the way. Thanks again for such an inspiring message.

**President,
The North Face**

Winston's approach is ideal for companies working through these tough economic times. *Green Recovery* shows how companies use technology and green thinking to create smarter, stronger businesses that do well in good times and bad.

**Chief Environmental
Strategist, Microsoft**

Andrew is a globally recognized expert on green business, appearing regularly in major media such as *The Wall Street Journal*, *Time*, *BusinessWeek*, *New York Times*, and *CNBC*. Andrew is dedicated to helping companies both large and small use environmental strategy to grow, create enduring value, and build stronger relationships with employees, customers, and other stakeholders. He has advised some of the world's leading companies, including Bank of America, Bayer, Boeing, Bridgestone, HP, Johnson & Johnson, and Pepsi.

Today, Andrew is also a highly respected and dynamic speaker, reaching audiences of thousands of people around the world and acting as a practical evangelist for the benefits of going green.

His first book, *Green to Gold*, was hailed by *Inc Magazine* as one of the 30 books that all managers should own. Andrew's new book, *The Big Pivot*, explores how companies can thrive in a hotter, scarcer, more open world, and provides a new roadmap, helping executives create a more prosperous business, economy and world.



my topics...

The Greening of Business and Society

Finding the Gold in Green

This engaging talk by a globally recognized speaker and green business expert will explore the environmental pressures and powerful stakeholders driving companies to go green.

Andrew will describe how the world's best companies use environmental pressures to innovate and profit in a crowded, resource-constrained world. Through fun and fascinating examples from a range of industries, Winston demonstrates how leading companies...

- ▶ **Get Lean:** Amp up energy and resource efficiency to save millions
- ▶ **Get Smart:** Use data about products and supply chains to save money, drive performance, and serve customers better with innovative new offerings
- ▶ **Get Going:** Engage and excite employees to solve the company's, the customer's, and the world's environmental challenges
- ▶ **Get Creative:** Rejuvenate innovation efforts by asking heretical questions that challenge everything from operations to products to business models.

The Big Pivot

Radically Practical Strategies for a Hotter, Scarcer, More Open World

Based on his forthcoming new book from Harvard Business Press, Andrew Winston, a globally recognized speaker and green business expert, lays out a new vision for business strategy in an unpredictable world of constant change.

His talk will...

- ▶ Explore the three mega-forces coming to bear on companies and society, changing business – and life – as usual
- ▶ Lay out some of the key hurdles to longer-term profitability and value creation...and provide some core solutions to today's business challenges
- ▶ Describe how companies are creating new value through radical efficiency, heretical innovation, and by putting the right value on what's really important
- ▶ Andrew makes the case that the way companies operate today cannot keep up with the rate of change in our physical world. Organizations that make the Big Pivot will find the only practical path forward in a volatile environment. The leaders will build resilient, flexible organizations that profit by creating a healthier, more sustainable, more profitable world.

Andrew Winston's
The Big Pivot is the
blinking red warning
light on the dashboard
for every CEO.

David Crane,
President and CEO,
NRG Energy

my products....

