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Strategic Planning Just Got Personal:
Bestselling Business Author Rich Horwath Addresses a Sold-Out Crowd
at Lake Forest Graduate School of Management, February 27, 2013

Bestselling author of Strategy for You and Deep Dive introduces the area’s business elite to a five-step plan for using the foundational principles of business strategy to create a more fulfilling and successful life

LAKE FOREST, ILL. (February 28, 2013) — On February 27, 2013, more than 200 people braved snowy roads amid “Winter Storm Rocky” to visit Lake Forest Graduate School of Management (LFGSM) and participate in a business forum that challenged them to improve their professional and personal lives by harnessing the principles of strategic business planning in a new and powerful way. In addition to the capacity crowd inside LFGSM’s campus, an additional 200 business professionals across the world (US, Singapore and Saudi Arabia) participated in the event via live webcast. The forum featured Rich Horwath, New York Times, Wall Street Journal and USA Today bestselling author of Deep Dive and Strategy for You. The event was generously sponsored by The Trustmark Foundation, and hosted by Lake Forest Graduate School of Management, home of Chicagoland’s premier part-time MBA program for serious working professionals.

Entitled “Strategy for You,” the event featured an interactive presentation, networking/dessert reception and book signing. (Book sales were managed by local book seller, Lake Forest Books.) Guests learned how to map out a strategy for seizing the life they really want – how to discover their purpose by being more insightful; how to identify their unique strengths; how to allocate their scarce resources (time, energy, finances); how to develop an action plan; and, ultimately, how to execute on a plan that will build a bridge to the life they want.
“Not only is Rich Horwath an engaging speaker, but I took away a practical approach that I could begin to use immediately. I have no doubt that this event will be life-changing for me and so many of the business professionals who attended,” said Brad Hargett, Lake Forest MBA Class of 2007 and CEO of InQuinox.

“After attending ‘Strategy for You,’ I have a renewed commitment to the focus of strategy in my life and career,” said Jolanta Urosevich, Lake Forest MBA Class of 2007 and Marketing Lead Consultant at Allstate Roadside Services. “The event served to help reset the proper trajectory to drive my professional and personal life in a decided way.”

Throughout the evening, Horwath shared powerful examples of individuals and organizations that achieved better results by having smart, workable plans. He challenged the audience to start doing the critical work of “deciding” — of cutting things out of their lives and their jobs to make room for what matters. A room full of leaders, including several CEOs, took note about how to “tune up” a company’s strategies, how to stop letting strategic plans collect dust, how to embrace simplicity when aligning strategies and tactics to the achievement of objectives and goals, and how to get clarity about what they really want.

Horwath’s style is no-nonsense but full of unexpected laughter, memorable stories that teach lasting lessons, and a humility about where we’ve been and where we’re headed. Whether you walked into the forum wishing you could work more efficiently at the office, increase sales at your company, reconnect with your children and spouse, lose 15 pounds, or achieve any other goal (big or small), you were sure to walk out with the tools to get there.

“Rich Horwath’s presentation struck a chord with all of us at LFGSM,” said John Popoli, President & CEO. “In our MBA program and our corporate training programs, we emphasize exactly what Strategy for You demonstrates—that the ability to deliver results and achieve our highest objectives, whether business or personal, requires strategy, insight, smart planning and a relentless focus on what really matters.”

“Strategy for You” was offered as part of a series of Business Education Forums sponsored by Lake Forest Graduate School of Management. For more information about future events, please visit www.LFGSM.edu/Events.

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Lake Forest Graduate School of Management is an independent, accredited, not-for-profit graduate business school. LFGSM offers the Chicago area’s premier part-time MBA program for working professionals, with campus-based programs in Schaumburg and Lake Forest, fully online MBA options, and on site courses at some of the area’s leading companies. Learn more about Lake Forest Graduate School of Management’s Leadership MBA, Immersion MBA or Corporate Learning Solutions at www.LFGSM.edu.