

What People Are Saying About Kaihan Krippendorff ...

"Kaihan shows that with a compelling idea anyone can change the world."

- Mohammad Yunus, 2006 Nobel Peace Prize winner

"Kaihan's groundbreaking work on strategy development changes the game for organizations facing an increasingly competitive environment. As a consultant and facilitator, Kaihan makes developing strategy look easy but don't be fooled. The easygoing demeanor masks depths of experience, a razor-sharp intellect and true creative genius. We have benefited from working with this emerging leader in the field of strategic consulting."

- Shannon Wallis, Global Director, Leadership Programs, Microsoft

"We invited Kaihan to address a global body of our top talent. He delivers cutting edge business concepts with his own unique tools in a way that inspires leaders to think differently. His professional approach, innovative concepts and deep knowledge of strategy holds up against the most sophisticated and experienced audiences."

- Robert Cancalosi, Chief Learning Officer, GE Healthcare

"We've exposed thousands of executives of growth firms around the world to Kaihan Krippendorff's concrete and practical stratagems for dealing with competitive threats and he's been universally well received by our tough and discerning audiences."

- Verne Harnish, CEO Gazelles Inc., Founder Entrepreneurs' Organization (EO), Author "Mastering the Rockefeller Habits"

"Kaihan has had a profound, positive impact on our top management."

- Mariana Castro, GM, Microsoft

"Kaihan's ability to reflect on history and keenly link to the current business environment displays his rich respect and creativity for businesses."

- Melinda Large, Regional Director - Americas, Wal-Mart

“Kaihan is a trusted strategic advisor to an ever-growing base of corporate executives. With wide-ranging expertise, he offers a unique perspective into how companies innovate, compete, and win.”

- Juan Jose Gonzalez, Global Vice President, Johnson & Johnson

“Kaihan stimulates such interesting and thought-provoking ideas. The management team was so motivated by the recommendations they generated after hearing Kaihan’s philosophy on generating options.”

- Sarah Hibberson, SVP Human Resources, L’Oreal USA

“Kaihan stands far apart from other strategy gurus by drawing from the millennia-old fund of human ingenuity to offer a truly innovative approach.”

- Michael Gousev, PhD, Director, Morgan Stanley

“Kaihan’s groundbreaking work has captured the essence of corporate strategy in an insightful, memorable and pragmatic manner.”

- Mariano G. Dall’Orso, Vice President, Western Union

“Unlike other strategy experts, Kaihan transforms the complex into simple, understandable concepts one can immediately apply.”

- Hector Aguilar, HR Regional Business Partner, GE Latin America

Endorsements of Kaihan’s Forthcoming Book, Outthink the Competition

“The nature of global business competition has been undergoing a radical change and new ways of thinking and acting are required to become and stay effective in this newly defined environment. Leaders and companies have to find new ways of dealing with risk in order to survive or they will fall behind. In Outthink the Competition Kaihan Krippendorff outlines the specific changes underway and provides practical tools to help you adopt a new mind-set to link your strategy to key financial indicators for better results. If you do not yet understand the strategic value of being good or how to wield the emerging power of coordination, read this book.”

- Robert Cancalosi, Chief Learning Officer, GE Healthcare

“In *Outthink the Competition* Kaihan Krippendorff underscores the strategic power of being able to see, intelligently select, and pursue new options that your competition overlooks. This ability is the starting spark of all great growth stories and it is a critical skill for leaders to master. If you want continue out-innovating the competition, take a closer look at the systematic process outlined in this book.”

- Daniel Amos, CEO, AFLAC

“We are competing in a fast-paced, interconnected world. While our book shelves are now filled with advice on how to manage organizations, inspire employees, and connect with consumers in this new era, no one has talked convincingly about how to manage the competition ... until now. *Outthink the Competition* shows how to adjust your strategy to the new realities of business in order to out-play, out-wit and out-last your competitors .”

- Salomon Sredni, CEO TradeStation Group

“Having a great product and team is no longer enough. Leaders need to be able to understand, anticipate, and creatively manage the competition and world markets. Kaihan helps create a template to *Outthink the Competition* and this playbook is in a form that business leaders can apply today.”

- Michael Minogue, Chairman, President, and CEO Abiomed Inc.

“We have been using Kaihan Krippendorff’s concepts for years now to grow our company and they just work. *Outthink the Competition* packs his principles into an easy-to-apply framework that will have your competition guessing at every turn. Read this before your competitors do.”

- Roy Hessel, CEO and founder of EyeBuyDirect

“Companies rightfully spend an enormous amount of time and effort seeking to better understand our customers. But we often overlook a player with an equally important seat at the table: the competition. In *Outthink the Competition* Kaihan Krippendorff helps adjust for this imbalance. He provides practical methods to systematically analyze and intelligently manage the competition. This does not mean copying or even responding to the competition. It means precisely the opposite.”

- Marc Speichert, Chief Marketing Officer, L'Oreal USA

“*Outthink the Competition* packages a vast swath of fundamental strategic principles into a practical framework for the modern-day business leader. It shows that insights of Sun Tzu and other historical strategic minds of lineage are even more relevant competing today.”

- Mark McNeilly, Author of Sun Tzu and the Art of Business

“Instant information, immediate price comparison, and an expanding breadth of customer choice are thrusting business leaders into a new era of competition. Kaihan Krippendorff’s fresh message opens minds and motivates strategic change in an era that demands change. If you want to “Outthink the Competition” read this book.

- Robert Bloom, US CEO Publicis Worldwide, Retired; Author, The New Experts and The Inside Advantage

“The rules of business have changed dramatically. How you win tomorrow will be radically different from the past and few have their pulse on the emerging era of business competition as firmly as strategist Kaihan Krippendorff. Read this book or be left behind.”

- Josh Linkner, NY Times Bestselling Author of Disciplined Dreaming; CEO, Detroit Venture Partners; Chairman and Founder, ePrize

“Without a truly compelling and simple strategy that is able to thwart the competition, the next 3-5 years of execution is going to be a waste of time – or at least not as much fun! Kaihan provides an approach that will get the job done.”

Verne Harnish, CEO Gazelles, Author of Mastering the Rockefeller Habits