

# MATTHEW E. MAY

## STORYTELLER | SPEAKER | STRATEGIST



*Matt did a great job of connecting with the audience; he was extremely credible and knew his material. The feedback we received has been overwhelmingly positive, and would be interested in future presentations.*  
**Microsoft**

*We were so honored that Matt came to speak to our Council on Development, Education and Learning this week. He delivered an excellent presentation on Innovation. We especially appreciated his candor and the open discussion between him and the members. I just wish we had had more time!*  
**The Conference Board**

*Matt gave an outstanding presentation. Everyone raved about it and felt it very motivating. We will be recommending him to other groups in the company!*  
**Pfizer**

### Profile

Matthew E. May is an internationally recognized thought leader on strategy, innovation, and lean. As the founding partner in the future-focused strategy advisory firm Stratechia, he specializes in helping senior executives and their teams raise their thinking game, craft innovative new strategies, and build the organization capabilities needed to implement them.

Matt has written six books on innovative thinking, his latest being *WHAT A UNICORN KNOWS — How Leading Entrepreneurs Use Lean Principles to Drive Sustainable Growth* (BenBella, 2023). His work has appeared in *The New York Times*, *Inc.*, *Strategy+Business*, *The Rotman Magazine*, *Fast Company*, and *Harvard Business Review* blogs.

Matt holds an MBA from The Wharton School and a BA from Johns Hopkins University, but he counts winning the *New Yorker* cartoon caption contest as one of his most creative achievements.

### Perspective

Matt has a deep passion for ideas that solve a difficult problem in an elegant way. He defines an elegant solution as one that is both uncommonly simple and surprisingly powerful, and that achieves the maximum effect with minimum means.

Above all, Matt is a practitioner of business strategy and innovation with powerful lessons learned and war stories to tell from years in the trenches with companies ranging from small startups to companies as large and multinational as Toyota, where he spent eight years as a full-time advisor.

Matt blends his frontline experience with research from his books in order to deliver useful concepts with immediate application, and aims to achieve four things in every address: 1. inspire **new thinking**; 2. share a **unique perspective**; 3. tell **compelling stories**; and 4. deliver **practical takeaways**.



### Books & Keynote Themes

<p><b>WHAT a UNICORN KNOWS</b>          Future-focused Business Transformation</p> <p>themes  <i>entrepreneurial culture          efficient growth          competitive advantage</i></p> 	<p><b>THE LAWS of SUBTRACTION</b>          The Art of Winning By Doing Less</p> <p>themes  <i>innovation          design          simplicity</i></p> 	<p><b>ELEGANT SOLUTIONS</b>          Achieving Maximum Effect With Minimum Means</p> <p>themes  <i>design thinking          innovation strategy          product innovation</i></p> 
<p><b>WINNING the BRAIN GAME</b>          Fixing the 7 Fatal Flaws of Thinking</p> <p>themes  <i>mindful thinking          creative thinking          problem solving</i></p> 	<p><b>TOYOTA ON INNOVATION</b>          Building a Culture of Continuous Innovation</p> <p>themes  <i>innovative culture          lean organization          operational excellence</i></p> 	<p><b>INNOVATION ZEN</b>          7 Zen Design Principles for Inspiring Simplicity at Work</p> <p>themes  <i>simplicity          zen principles          minimalism          personal change</i></p> 