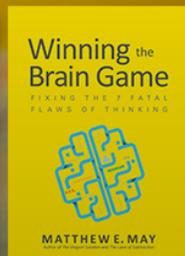
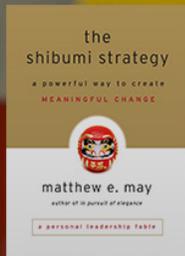


# MATTHEW E. MAY



## Inspire the imagination.

### BIO

**Matthew E. May** is an internationally recognized thought leader on strategy, innovation, and lean. Director of Matthew E. May & Associates, creator of the Strategic Innovation System and Idea Score,™ he specializes in helping leaders craft innovative strategies and build the capabilities to implement them.

**Matthew** has written five books on innovative thinking. His work has appeared in *The New York Times*, *INC Magazine*, *Strategy+Business*, *The Rotman Magazine*, *Fast Company*, and *Harvard Business Review*.

In his talks, **Matthew** 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**.

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

### REVIEWS

*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.*

**The Conference Board**

*Matt gave an outstanding presentation. Everyone raved about it and felt it to be very motivating.*

**Pfizer**

*Matt is a masterful presenter in every way...he connected with the audience and knew his material. We were delighted to have him kick off our Design Strategy series.*

**Tim Smith**

Design Chair, California College of the Arts

*Matt was very well received by our group. He adapted his presentation so that it suited our senior team. We enjoyed his insights on innovation, and look forward to implementing them.*

**Harvey Tremblay**

Chairman/President, Hy-Tech Drilling LTD

### Sample Topics

#### MIND OF THE INNOVATOR

##### *How Game-Changers "Think Different"*

In this compelling keynote, Matthew takes the audience inside the minds of the world's most creative executives and entrepreneurs to reveal how they crush the status quo, write their own rules, change the game, and move the world.

#### COMPETING FOR THE FUTURE

##### *The Art of Playing to Win*

In this talk, Matthew shows leaders how to begin with a winning aspiration, then answer two deceptively simple questions: *Where will you play?* and *How will you win?* Blending compelling examples with stories from years of front-line experience facilitating strategy sessions, this keynote delivers a master class on competing for the future.

#### ELEGANT SOLUTIONS

##### *Success Through Simplicity*

In this thought-provoking exploration of why certain events, products, and people capture our attention and imaginations, Matthew reveals the key to innovative breakthrough in fields ranging from physics and marketing to design and popular culture, and sheds light on the power of simplicity and subtraction in business, work and life, while offering surprising evidence that the best ideas have something missing...on purpose.

#### ELEGANT LEADERSHIP

##### *Secrets to Achieving Maximum Effect With Minimum Means*

In this compelling keynote, Matthew reveals how the best leaders spur creativity and innovation among their ranks by imposing intelligent constraints.

#### INNOVATION THE TOYOTA WAY

##### *Creating a Culture of Constant Innovation*

Based on his bestselling book *The Elegant Solution*, and success in applying the collective wisdom gleaned from nearly a decade of working with Toyota, Matthew offers a vital prescription for organizations seeking new inroads to companywide innovation.

#### WINNING THE BRAIN GAME

##### *Fixing the 7 Fatal Flaws of Thinking*

In this provocative and highly interactive keynote based his book by the same name, Matthew engages audiences in the same simple thought challenge given to over 100,000 people during a 10-year period. Calling on modern neuroscience, psychology, and insight from the world's most innovative thinkers, he offers a super-curated, field-tested set of "fixes," proven through hundreds of creative sessions to raise our thinking game.