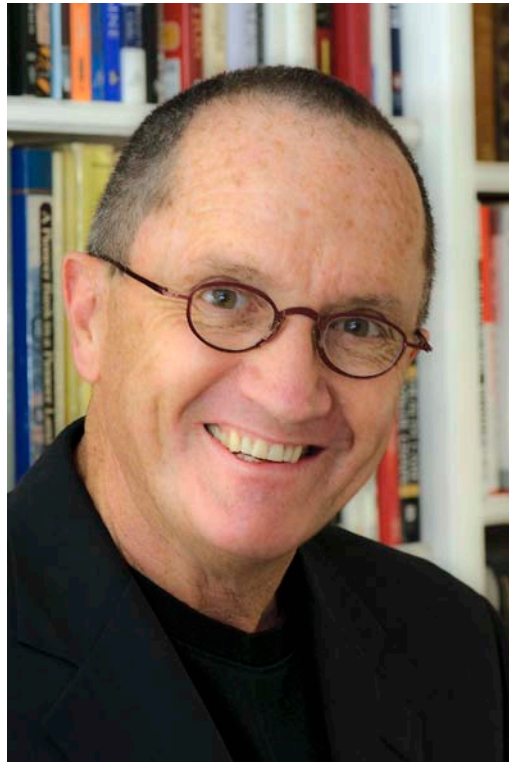


TONY MANNING



Tony Manning has been an independent strategy consultant since 1987. Before that, he spent many years in the creative side of advertising, before becoming Chairman and Chief Executive Officer of McCann-Erickson advertising agency in South Africa, and then head of Marketing for Coca-Cola (Southern & Central Africa).

He served as a Council Member of the Institute of Directors of Southern Africa from 1996 – 2004, was Chairman from 1999 – 2001, and was appointed an Honorary Life Member and Fellow in 2004.

His clients include leading companies in most industries, public sector entities, and universities. He has worked with hundreds of organizations on a wide range of projects, acts as a counsellor to chief executives and advisor to top teams, conducts top management briefings on the latest thinking about management issues. He is also a frequent keynote speaker at major conferences on topics such as global and local trends in the business environment, competitive strategy, leadership, and organizational transformation.

He is an Adjunct Faculty member of the Gordon Institute of Business Science (GIBS) at the University of Pretoria, where he lectures on company-specific executive programmes.

Tony keeps up a vigorous research programme into all aspects of management, with specific focus on strategy, leadership, and change management. He has developed many unique tools, models, and frameworks to aid executives in thinking about the world and their organizations. So he brings extensive real-world experience, a sound theoretical background, and a distinctively practical approach into both his consulting engagements and the classroom.

He is a prolific writer, having authored 10 business books:

- *Communicating For Change*
- *Business Strategy in the New South Africa*
- *World Class!*
- *The Race To Learn*
- *Radical Strategy*
- *Making Sense of Strategy*
- *Discovering The Essence of Leadership*
- *Competing Through Value Management*
- *Tony Manning's Management Toolkit*
- *Delivering The Dream*

He was also editor of a book titled *Trends Transforming South Africa*, and has written many articles on a wide range of business and socio-economic topics for leading publications.

Tony is a member of the Strategic Management Society and the Academy of Management.

Tony Manning/Strategist

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