

TONY MANNING'S
Personal Profile[©]

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**I help big companies to understand the world around them,
and design and implement strategies that earn them superior profits.**

Independent strategy consultant since 1987.

Clients include leading companies in most industries.

Formerly Chairman and Chief Executive Officer of McCann-Erickson advertising agency, and head of Marketing for Coca-Cola (Southern & Central Africa).

Author of the following 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*

Editor of book entitled *Trends Transforming South Africa*.

Presenter of first South African video training programme on customer service, *Compete Through Service: The Tony Manning Report*.

Publishes *Tony Manning's Strategy Letter*, a newsletter for top executives.

Writes articles on a wide range of business and socio-economic topics for many leading publications.

Vast experience as workshop facilitator.

Conducts top management briefings on latest thinking about management issues.

Counsellor to chief executives.

Frequent keynote speaker at major conferences on topics such as competitive strategy, global and local socio-political and economic trends, leadership, information technology, customer service, and organisational transformation.

Chairman of the Institute of Directors of Southern Africa 1999-2001.

"If you don't make a difference, you don't matter"

TONY MANNING/Strategist

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