

# Personal Profile Tony Manning



***"I help organizations and leaders make the difference that matters."***

- 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*
  - ◆ *Tony Manning's Management Toolkit*
- 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 leading publications internationally.
- Vast experience as workshop facilitator in both private and public sectors.
- Conducts top management briefings on latest thinking about management issues.
- Counsellor to chief executives, advisor to top teams and mentor to developing 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 organizational transformation.
- Council Member of the Institute of Directors of Southern Africa since 1996. Chairman 1999-2001. Honorary Life Member 2004.

***I use 40% of my time for research, thinking and developing new tools\*, and the rest for writing, speaking, and consulting. I network widely, teach at various business schools and work with a wide range of organizations. My inputs are always relevant, fresh and provocative. You get cutting-edge information, powerful ideas and practical advice that you and your team can use right away.***

\*Including: 5S framework for game-changing opportunities, 7Ps for business model analysis and design, ValuePlan for focusing strategic conversations, and 30-Day strategy process for rapid results©

## **Tony Manning/Strategist**

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