THE ANSWER IS ...

**Rebel Leadership**

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<th>readers seeking insight</th>
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| **BUSINESS**            | When things become unsure, our natural tendency is to close ranks, to cordon off the ambiguity, to retreat into what we know, and to hope uncertainty won’t evaporate those things we rely on. It’s a fence strategy. Worry less about your fences and give openness a try. | “We can no longer wait to ride out the waves of uncertainty. Rebel Leadership is a must-read for leaders looking for new ways to navigate an ever-changing business landscape.” Teri Evans  
Former Editor, Inc. Magazine |
| **EDUCATION**           | To lead in the ‘new abnormal,’ culture matters. Culture is a living, breathing, moving thing in which all that contributes to it needs to perpetually be reassessed, re-informed, and refined. Short of that, it’s just a word, not the leadership advantage it should be. | “There are few skills as important as leadership—a skill we must constantly relearn, every one of us, now more than ever. This book is your guide and compass.” Kevin Guskiewicz  
Chancellor, UNC, Chapel Hill |
| **SPORTS**             | Identity explains why—why we are like *this*, and why we want to be like *that* at some point ahead of us. It’s what we have to understand about ourselves first and focus on every day. But it’s not about ‘one,’ and if you think otherwise, it’s impossible to grow, achieve, and thrive. | “Things deeper than talent and capital drive successful teams—patterns that repeat across great leadership. Robertson’s book reveals them. If you want a fresh look at leadership in uncertain times—and you do—this is it.” Heimir Hallgrímsson  
Former Head Coach  
Iceland Men’s National Team |
| **EVERYWHERE**         | Rebel leadership is a new term and mindset that relies equally on its two parts—rebel and leadership. | “Rebel Leadership charts a course we can follow with daring and audacity.” Robert Egger, Board Member  
World Central Kitchen |
What kind of book is *Rebel Leadership*?

While no two books are alike, some stand out more than others for what they reveal, how they do it, and the impact they have ... 

*Simple insights*
*Powerful patterns*
*Embracing change*

*The need to unlearn, relearn*
*The constancy of that need*
*Now that ripples into all we do*

*What truly drives us*
*Why what drives us must be cultural*
*How to feed creativity, purpose*

*Rebel Leadership...*
*Taps similar veins, but in the context of these uncertain times*
*Weaving these themes together for the very first time*
*Amplifying the insights and looking at each in actual practice*
*And showing you how to put the them to work for you*
If you want to understand how to lead, innovate, and thrive in today’s uncertain times, award-winning author, strategist, and innovation advisor Larry Robertson provides fresh insights delivered alongside clear and compelling stories.

Bringing to audiences a rare combination of expertise across creativity, entrepreneurship, and leadership, Larry has a dynamic presence. Known for his ability to connect intimately with audiences and to motivate and move them to action, he has appeared on dozens of podcasts and interview shows, and regularly shares the stage with other outstanding leaders and speakers – from former Secretary of State General Colin Powell and celebrated entrepreneur Charles Schwab, to legendary mountaineer and environmentalist Rick Ridgeway.

An exceptional storyteller, Larry is uniquely gifted at sharing the practical knowledge he’s gained over 30 years advising some of the most innovative entrepreneurial organizations, and well-known brands like VISA International, Discovery Channel, The Nature Conservancy, and the American Red Cross. Having interviewed hundreds of innovative leaders – from Nobel Prize winners (like Muhammad Yunus) to celebrated entrepreneurs (like ZipCar’s Robin Chase), and more than 70 MacArthur ‘Genius Award’ Fellows – Larry vividly brings to life the inspiring stories and critical patterns practiced across his diverse network.

Larry has authored 3 award-winning books on leadership, creativity, and entrepreneurship and written nearly 200 articles as a popular columnist for Inc. Magazine, The Creativity Post, and a contributing columnist SmartBrief on Leadership, and CEO World Magazine. He’s also a regular contributor to Fast Company, Thrive Global, and Productive Flourishing. His insightful “border-crossing” work has been incorporated into university curriculum and featured in media as diverse as the Chicago Tribune, AdAge, Business Insider, and MSNBC.

A Fulbright Scholar – a rarity for non-academic professionals, he’s the founder of Lighthouse Consulting, a graduate of Stanford University and Northwestern University’s Kellogg School of Management, and former faculty member of Georgetown University’s McDonough School of Business.
Larry Robertson and *Rebel Leadership*: Unique Value Adds

- **A Distinct Perspective.** Larry Robertson is the award-winning author of three books, each highlighting one of his areas of expertise: creativity, entrepreneurship, and leadership. No matter the format or focus, interviews with Larry are special because they always incorporate all three areas, making the conversation and content vibrant as well as wide-ranging.

- **Rare and Intimate Access to Thought Leaders.** Larry has interviewed more than 350 of the world’s most innovative and successful leaders including more than 70 MacArthur Fellow Genius award-winners, Nobel Laureates, some of the most successful for-profit and non-profit founders of all time, noted researchers, and countless bestselling authors. Conversations with him feel like being at an intimate dinner party with a rare council of thought leaders sharing stories and insights you couldn’t hear anywhere else.

- **Practical, Proven Insights.** Larry’s focus has always been on what works in actual practice. His stories and insights give audiences information they can actually use, and ideas they can build on.

- **A Versatile, Compelling Communicator.** His crossover roles of author, innovator, advisor, speaker, and columnist mean Larry’s communication skills are well-honed and versatile. He’s known for his vibrant, passionate, and intimate connection with both hosts and audiences.

His books have received 21 honors to date, including...
Rebel Leadership
Possible Interview Questions

Larry’s newest book, Rebel Leadership, takes head on the reality that we live in unprecedented uncertain times and in a landscape that’s increasingly volatile, uncertain, complex, and ambiguous – not now and then, but ongoing. In such an environment, to lead in old ways, that worked in a different time but now don’t, just doesn’t make sense. What then can we do?

We can begin by seeing leadership as not simply about single individuals, but instead, cultures of leadership. We can embrace that the greatest strategic advantage right now, regardless of sector, is adaptability. And, we can look at the patterns across organizations thriving in this wobbly new century – ones as diverse as Airbnb, Pixar, Walmart, Warby Parker, and many more. In a nutshell, that’s what Rebel Leadership is all about.

As a show guest, Larry is more than just the expertise he brings. He seeks to match what he knows with the show, the host, and most importantly, the audience. He’s selective about the interviews he does, prepares and customizes to the host’s style and objectives, and delivers in ways that are fresh and distinct. Larry is a truly versatile guest as well, able to stay high level and action-oriented, or to dig in deep. In short, he seeks to be a partner with the interviewer and show so that everyone walks leaves better for the exchange.

Sample questions to consider (and hopefully, make your job easier):

1. Why ‘Rebel Leadership?’ What’s the meaning? (hint: it’s a new term, something greater than the sum of its parts)
2. You’ve said that rebel leadership is a response to the changed and still changing landscape – how so? (hint: this is a chance to see why the prevailing uncertainty is different, and greater than we think)
3. You interviewed a really broad range of people for the book – was that purposeful, and what’s the importance?
4. You’ve interviewed hundreds of the wisest and most accomplished innovators on the planet:
   • Are there commonalities across them?
   • What conversations stood out, and why?
   • How do you go about getting the former head coach of the Icelandic soccer team, or a Nobel Peace Prize winner to even talk to you? (fun fact: both were cold calls – as were most of the hundreds of interviews I did)
5. The 5 insights that form the core of the book are interesting:
   • Where did the unusual wording come from for how you describe each? (hint: it’s the language thriving leaders themselves use to describe what they do)
   • Why is it so important that they go together, rather than standing alone?
   • This idea of leadership moving, one of the 5 core insights of the book – explain.
6. I notice you spoke with Chief Diversity Officers at a number of companies. Diversity and inclusion is important but tricky territory. Why was it important to call out, and can you describe the different angle you take than many others?
7. Talk about the link, if any, between this book and your past ones. (hint: I see them as a bit of a trilogy)
8. Is there a key lesson or lessons of Rebel Leadership that sort of tie it all together?
9. What’s an organization you didn’t write about that you think we ought to have our eyes on? Why didn’t you?
10. Are there other good reference points for leadership in the world today, that we ought to be aware of?
11. Can you suggest good first steps, exercises, or frameworks anyone can use to start moving in the direction of rebel leadership?

Please note: Larry is happy to work with you to craft the show to meet your needs and desires.
Chapter One: The Changing Landscape of Leadership: Our New Abnormal

The Coronavirus pandemic has been one potent example of the uncertainty and change happening around us right now. Yet the entire first two decades of this new century have brought change in forms and to a degree none of us has ever experienced. This change is complex, rather than conventional. It is ongoing, rather than occasional or periodic. And it is what’s been described as VUCA – volatile, uncertain, complex, and ambiguous – not now and then, but perpetually. This chapter paints a fuller picture of what this new abnormal looks like, and why old approaches to leadership aren’t up to the challenges our changing landscape brings.

Chapter Two: Let Them Laugh: Soul Matters Most

As research for my first book, A Deliberate Pause, I interviewed more than 220 wise experts from across the entrepreneurial universe. Among the things I wanted to know was what, if anything, each of them felt had proved most important to their success and more, to their ability to have lasting impact. Each time, their surprising answer was soul. In this chapter, we explore the meaning of that answer and more, its vital connection to what makes a group work, and what allows an organization to be at its best, especially in uncertain times. The patterns across sector, time, and human pursuits are extraordinarily powerful, surprising, and entertaining.

Chapter Three: Leadership Moves

Organizations thriving in today’s environment know, allow, and encourage leadership to move. They’re taking a page from ancient tribal communities in which on any particular day, the leader might have been the medicine woman, on another the gatherers, and still another the warriors. Were there chiefs? Often yes, but a leader was more than just the person who wore the headdress. It was the person or people who could best offer the tribe what they needed at the time or for the particular circumstances. It wasn’t simply an old way of organizing, it was a reflection of who we are as humans, and how we are built to thrive. Chapter Three shows how leadership moves today, and why allowing it to do so must be part of any thriving, adaptable organizational culture.

Chapter Four: It’s the Culture, Stupid

No chapter title sums it up better: In an uncertain and unpredictable landscape, if culture is not your starting point and understood as your most vital competitive advantage, you lose. While often given lip service as important, rarely is culture raised to this stature and importance—except in the most resilient and adaptable organizations. It is central to understanding why a growth mindset can work at the team level, and not just the individual level. Culture is the key to understanding how creativity actually works in fueling innovation, and why diversity and inclusion mean more and have greater impact. It’s the culture, stupid, and this chapter will reveal why and how.

Chapter Five: Your Power Source is Your Superpower

Knowing your soul and with it, your identity, matters. So too does a shared purpose to any team that wants leadership to move effectively. But while overlapping, a power source is something altogether different. It is the rocket fuel that enables leaders at every level of an organization. It is the key to new ideas, and to adapting old ideas, products, and ways when the landscape shifts. Ever wish you had a superpower? Understanding your power source and sharing it with all are the first steps towards having one. Find out why.

Chapter Six: The Long View Matters – Right Now

This final chapter weaves together all the insights of this powerful new framework known as rebel leadership. It helps you understand – and deploy – the insight that anything you hope to achieve long-term must be central to how you filter information, make decisions, and take action, right now, today. Period.
Praise for Rebel Leadership

"There is no more timely or more important book for those who lead in these uncertain times. Uncertainty is our new normal, or as Robertson writes, our new abnormal—leaders either accept it or they perish. This brilliant, forward-thinking book, its vivid examples, and deep insights, will help you to not only survive uncertainty but to thrive in it."

Tom Koulopoulos, author, Revealing the Invisible and The Gen Z Effect

"Rebel Leadership offers a refreshing approach to leading in an environment where we can no longer wait to ride out the waves of uncertainty. With a blend of surprising insights, actionable ideas and vivid storytelling, it’s a must-read for leaders looking for new ways to navigate an ever-changing business landscape."

Teri Evans, former Editor, Inc. Magazine and Entrepreneur Magazine

“Robertson’s latest is a timely and bold corrective to our understanding of leadership in uncertain times. This richly sourced, easily readable, and engaging book should be on every leader’s bookshelf.”

Daniel H. Pink, author of WHEN, DRIVE, and TO SELL IS HUMAN

“Bob Marley was a Soul Rebel. Ruth Ginsberg was a Gender Rebel. In his new, must-read, book, Larry Robertson challenges us all to embrace "Rebel Leadership." In the post-Covid era, we'll need to run towards new ideas about how to create lasting change, and as usual, Larry charts a course we can follow with daring and audacity.”

Robert Egger, Founding Board Member, World Central Kitchen

“Despite what most think, things deeper than talent or capital drive successful teams through underdog circumstances to success—patterns that repeat across great leadership. Robertson’s book reveals these patterns and makes clear why they are so important, now more than ever. If you want a fresh look at leadership in uncertain times—and you do—this is it.”

Heimir Hallgrimsson, former Head Coach, Iceland National Soccer Team

“Robertson’s third book deepens his exploration of the relationship between leadership, creativity, and innovation. In a world of increasing complexity, inter-connectedness, and uncertainty we find effective leaders are ones who do not have all the answers: they envision the big picture, enable collaborative teams, and ensure every player is an initiator. In other words, they embody the humility and moral courage required to develop a culture of inclusive leadership. This profound book is your first and perhaps most important step to changemaking leadership in this new century.”

Diana Wells, President Emerita, Ashoka

“Larry Robertson is one of the best out there when it comes to exploring big topics from multiple angles. His intellectual curiosity leads him into diverse fields, out of which he pulls pearls of wisdom. In Rebel Leadership, the outcome is an original, thought-provoking book with new insights on an age-old topic: leadership.”

Brad Stulberg, author The Practice of Groundedness and Peak Performance

“Whatever role you fill, whatever game you play, to be at your best, you’ve got to take a bigger view. Seeing beyond your own position, but also beyond the game itself is so important—never more so than today. When that’s your habit, you see more options, make better decisions, and set yourself up to lead with excellence—no matter what role you play. In Rebel Leadership, Larry Robertson takes the meaning of all this to a whole new level. You’ll come away inspired and wiser for the read. It’s a book worthy of your time and attention, no matter what game you play.”

Terry Malone, Football Coach, New Orleans Saints, Michigan Wolverines, Bowling Green Falcons

“Nexus is defined as a 'series of connections linking important points.' This book is a nexus of intimate conversations with some of the most respected thought leaders of our time, diverse and powerful research, and pivotal insights and lessons-learned. A nexus is also 'the central and most important place.' Rebel Leadership takes you to that place. It is a much-needed life-raft for leaders of all ages and stages.”

Sam Horn, Founder, CEO, the Intrigue Agency, bestselling author Got Your Attention?

“In this age of volatility and uncertainty, leadership adaptability has become ever more critical to personal and organizational success. Robertson writes about leading in the age of the ‘New Abnormal’ in a clear and compelling way, giving readers an important tool for navigating and thriving far into the future. I will draw from this fine book in my business school classes.”

Carter Cast, founding CEO, Walmart.com, Professor of Leadership, Kellogg School of Management
**Praise for Rebel Leadership**

“There are few skills as important as leadership—a skill we must constantly relearn, every one of us, now more than ever. This book is your guide and compass.”

Kevin Guskievicz  
Chancellor, University of North Carolina, Chapel Hill

“Over the past 20 years, no one has done a more thorough job of exploring, discovering, and explaining the relationship between creativity and leadership. In this narrative, Larry Robertson challenges leaders to embrace uncertainty, foster a culture of adaptability, and address challenges and opportunities that meet short- and long-term goals. Robertson brilliantly blends what’s proven with what’s next. A terrific read for leaders and aspiring leaders of all generations.”

Leo Bottary, Founder, Managing Partner, Peernovation  
author The Power of Peers

“Robertson soaks up the wisdom of corporate icons, management gurus, celebrity chefs, innovative movie makers, and non-profit and university leaders to weave together a thought-provoking framework that helps us make sense of our wildly uncertain times. Leadership moves, we all have a superpower, diversity and culture are difference makers... and it turns out that the coach of Iceland’s national football team quite possibly holds one of the most important keys to thriving. A very smart read.”

Mark Garay, Managing Director, Deloitte

“Leadership isn’t a title needing to be filled, more than ever, it is a true responsibility, both individual and collective. The ripple effects of the choices we make, matter as never before. Larry Robertson’s Rebel Leadership reflects this understanding, and opens our minds up to a new and necessary way to approach leadership. He sheds important light on why some organizations are thriving in this new and deeply unpredictable landscape, and offers important and rarified insights into the true sources of organizational power and adaptability. The book will change your view, but more importantly, it will increase your return on leadership.”

Janeen Gelbart, CEO, Co-founder, Indiggo/Return on Leadership

“Larry is an award-winning author and his latest book is a true winner. Anyone who is looking for cutting-edge insights on how to lead during uncertain times must read this book. I cannot recommend it highly enough.”

Bob Daugherty, Dean, Forbes School of Business and Technology

“Change is hard, yet inevitable, something we’re learning now as never before. What’s encouraging is to discover that even great change can be harnessed by any team—business, government, or otherwise—to achieve great impact. As few do, Larry Robertson teaches us how. His new book offers fascinating stories and studies, and assumption-shattering insights. And Robertson writes in a way that makes you feel your sitting across the table from him—like having your own trusted advisor. Most of all, he inspires you to begin the journey from today’s unpredictable to tomorrow’s possible. This thought-provoking book is sure to become one of your most powerful tools for thriving in these uncertain times.”

Leslie Reynolds, Executive Director, National Association of Secretaries of State

“We live in times of change and rapid adjustment. Many aspects of how we do things will require sensible and well thought through revisions. Our approach to leadership must change as well. The question is how. Larry Robertson’s newest book gives that question the needed time and attention it deserves. The result is at once insightful, revealing, and instructive. The lessons are relatable and powerful. The stories make you feel a part of them. And when you finish, you don’t just feel prepared to lead in a new way, you realize he’s already launched you on your journey. Read this book.”

Milena Z. Fisher, Ph.D., President, Co-Founder, The Creativity Post

“Larry Robertson has a deserved reputation as an original thinker. To our good fortune, in his new book he turns his focus to leadership, and to what it takes to thrive in these deeply uncertain times. Through smart, wide-ranging research and engaging storytelling, Robertson compellingly demonstrates that each and every one of us— not simply those who hold the leadership title—has a role to play. Rebel Leadership is both a handbook and a compass for our times, offering readers an important and eye-opening new view of not only how to reach the future, but how to shape it.”

Nicole Ofiesh, Ph.D., Chief Innovation Officer, Potentia Institute 21;  
Former Director, Schwab Learning Center, Stanford University
Praise for Rebel Leadership

“Every leader should pick up this book. Larry was a guest on my MSNBC program Your Business where he shared his great insight on both creativity and entrepreneurship. With this new book, he has done the same for leadership. I know there are a lot of books on leadership out there, but I assure you that even if you have read many others, this one will make you think about something new. For anyone leading in uncertain times (which is all leaders today), this is an important read.

JJ Ramberg, Co-founder, GoodPods
Former host, MSNBC’s Your Business

“Put simply, this is one of the most comprehensive leadership reads in recent memory. What Larry has captured is an outstanding cross-section of innovation, humanity, creativity, performance, and awareness.

My favourite chapter is undoubtedly 'It's the Culture, Stupid' which superbly articulates that the key to our organization’s performance has been sitting in front of us the whole time. Some leaders will find it cutting, with dazzling quotes like "It’s ironic that the greatest asset available to leaders is the thing they so often put last" pointing out drastic flaws in how we've been taught to think about business, and team success. All-in-all, this is a superb read that will leave you with pages and pages of ideas on how to bring more rebel-thinking to your leadership. Will be valuable to anyone who manages people, in any discipline. This book is the rebellious read we all need.”

Cody Royle
Best-selling author The Tough Stuff and Where Others Won’t

“Larry Robertson's new book is a must read for anyone in a leadership position in their organization (which, when you finish Rebel Leadership, you’ll understand means you and each and every one of your colleagues!). Robertson adroitly points out the brittle, hierarchical leadership of old if ever effective, no longer is. We live in a time of flux and, paradoxically, that will be our one constant moving forward. So our approach to leading has to change, to adapt, to this new world. This is where Robertson's book shines – drawing on research and practical examples, he gives us the tools to embrace a new approach, a way to find and cultivate our organization's identity and, if you will, its soul. Rebel leadership is about divining and defining your organization's identity and its strengths, making its goals clear, and giving your team flexibility to achieve those goals. But enough from me... buy and absorb this book! Every page will give you pause and have you rethinking your approach to leadership.”

Andrew Hall, Managing Partner, Grefe & Sidney

“In a time of historic uncertainty, we have a lucid and compelling case for certainty. Larry Robertson’s Rebel Leadership: How to Thrive in Uncertain Times recognizes the need for a new take on leadership, from the bottom up and across cultures. Rebel Leadership is what book crafting is all about—engaging, informative, and especially forward thinking. It’s on my bookshelf; it will be a welcome addition to yours.”

James Klopovic, author Becoming a New Wave Leader: Promise and Practices

“How leaders choose to react and improvise is what will make all the difference between this being a catalytic growth period or the clamor before defeat. Larry Robertson’s talent is cutting through the noise to get leaders focused on the roots of success: strong cultures, innovation as an everyday practice, and building the future today. Rebel Leadership will guide you to see the opportunities in front of your team—and to start making them a reality right now.”

Charlie Gilkey
best-selling author, Start Finishing: How to Go from Idea to Done

“Rebel Leadership is a must read for any entrepreneurial leader. Most books either extol the virtues of startup founders, or focus on essential leadership traits of CEOs of established organizations. Larry Robertson shows why the combination of entrepreneurial spirit and leadership qualities is what creates thriving organizations. Filled with rich anecdotes backed by rigorous research, Rebel Leadership is a tour de force showcasing how entrepreneurial leaders create a sense of shared purpose and identity among their employees, and steer them within win-win relationships that are truly inclusive. The resultant culture is respectful of individual differences while at the same time harnessing the creative energy of individuals who achieve their own aspirations by working with others with complementary capabilities. I will definitely recommend it in my executive education course on Strategic Innovation and Entrepreneurship to help leaders practice many of the strategies outlined in Rebel Leadership.”

Rajshree Agarwal, Director, The Ed Snider Center for Enterprise and Markets
Robert H. Smith School of Business, University of Maryland
Award-winning Books by Larry Robertson

Larry Robertson is an innovation advisor who works, writes, and guides at the nexus of leadership, entrepreneurship, and creativity. He’s the award-winning author of three books:

**Description:** Two decades into this new century, we now live in a world more uncertain than certain. In this new ‘abnormal,’ our ability to sustain far into the future, to realize our dreams and our potentialities, and to progress, depends on seeing leadership in a whole new way. Rebel leadership is that new way, and this book will show not only why, but how.

**More:**
- *Rebel Leadership* was released in the spring of 2021 by Post Hill Press, and has already garnered 3 awards including Outstanding Book of the Year (Independent Author Network, Career/Occupational category).
- The book draws on extensive research from business, science, creativity, and the social sciences; in-depth interviews with leaders whose organizations are thriving in these uncertain times; and wise insight from thought leaders across the spectrum.
- The book is aimed at current leaders and rising ones.

**Description:** We have many impressions about creativity, but here’s the truth: Creativity is about the possible. It is the seed of any human advancement ever made or yet to be imagined. Most important and powerful of all, creativity is a uniquely human capacity that each of us possess—including you. This book reveals these truths and how to tap them.

**More:**
- *The Language of Man* has been honored with 8 awards, including a Gold Medal in Entrepreneurship (Axiom Book Awards), a Silver Medal in Creative Process (Nautilus Book Awards), and as the Runner-up in Business for the Eric Hoffer Award.
- The book was published in the fall of 2016 by Daymark Press.
- Notably, *The Language of Man* includes in-depth interviews with 66 MacArthur Fellow ‘Genius’ Award winners.

**Description:** A deliberate pause is that conscious moment in which we open our minds and ask, “Why are things the way they are?” and wonder aloud, “How could life be better?” It is a natural and uniquely human inclination. It’s also the critical factor that sparks fresh ideas and is seized by entrepreneurs to catalyze seismic changes—ones that allow humanity to progress. A *Deliberate Pause* sheds a whole new light on why this little known insight is the key to lasting entrepreneurial success.

**More:**
- *ADP* is the recipient of 8 honors, including a First Horizons Finalist Award for ‘superior debut author,’ an International Book Award in Leadership, and a Hoffer Legacy Finalist Award for books that stand the test of time.
- *A Deliberate Pause* was published by Morgan James Publishing in 2009.
Larry Robertson is an innovation and strategy advisor helping organizations and their leaders discover value at the nexus of leadership, entrepreneurship, and creativity. A Fulbright Scholar, he’s the internationally-acclaimed author of 3 award-winning books: Rebel Leadership, The Language of Man and A Deliberate Pause. He’s also a popular columnist with Inc. Magazine, The Creativity Post, CEO World Magazine, SmartBrief, Fast Company, and other publications.

Mid-length:

Larry Robertson has advised leaders in growth, strategy, adaptability, and innovation for nearly three decades. He’s been described as “a big firm consulting brain, without all the worthless baggage.” His knowledge is deep, and his style direct, passionate, and creative. The results, and nearly 30 years in business, speak for themselves. He is the founder and President of strategy and innovation advisory firm Lighthouse Consulting, a frequent board member, and a sought-after keynote speaker—as engaging, impactful, and memorable in a one-on-one podcast as he is in front of a 3,000+ audience.

Larry is the internationally-acclaimed author of 3 award-winning books: Rebel Leadership, The Language of Man and A Deliberate Pause that share 21 distinct honors. He’s a popular columnist for Inc. Magazine and The Creativity Post, and a contributor to Fast Company, Thrive Global, SmartBrief on Leadership, CEOWorld, and other respected publications. He’s a Fulbright Scholar, a proud graduate of Stanford University and Northwestern University’s Kellogg School of Management, and a former Adjunct Professor of Entrepreneurship at Georgetown University’s McDonough School of Business.

Want to learn more?

More information about Larry is available at:

- lrspeaks.com
- lighthouse-consulting.com
- LinkedIn