

# TARA RETHORE

STRATEGIC ADVISOR • SPEAKER • STRATEGY ACCELERATOR

CEO, *Strategy for Real™*



Taking strategy off the page, Tara brings strategy to life, breaking it down into the key actions that deliver meaningful results. Her work with organizations and individuals improves performance, drives stronger results against goals, and inspires leaders to be better and more strategic. Tara is known for discovering leadership and strategy lessons in everyday situations. These become relatable examples for her audiences – and ideal for keynotes or lively panel discussions.

Tara's depth and breadth of experience was acquired first as a senior executive at LafargeHolcim and Arthur D. Little, and then as a highly-valued strategic advisor and consultant. Her work around the globe includes Construction Materials, Process Sector Industries, Energy, Technology, Associations, Education, and more. She currently serves on the boards of D+R International and several nonprofits. A thought leader in strategic agility, leadership, and governance, Tara is frequently invited to contribute to national print media, radio, and podcasts.

## KEYNOTE TOPICS

### Where You Start Matters ©

Good strategy execution starts with what could be, not what is or what will be. Both are important. Yet where you start really does matter – including in the way you use strategy tools. Learn why and how this choice can dramatically change the outcomes.

### Let's Talk Strategy ©

Get beyond the jargon to put strategic thinking into action: build confidence about thinking strategically, avoid the traps that stop progress, and make more strategic choices.

### Additional Topics

The Art of Scenario Thinking©, Know Your Vantage Point©, Managing Uncertainty©

### The Power of Stretch: Thinking Big, Executing Smartly ©

Accelerate strategy by unlocking the power of stretch to achieve objectives. Learn how to begin with the end, get comfortable with uncertainty, and develop techniques to manage the timeline and stay on track.

### Strategy Your Way ©

Tara's depth of experience allows us to customize a keynote to fit your organization's needs and timing. Let us know what you're looking for, and we'll let you know what we can do.

## ABOUT TARA

Based in the US, Tara inspires leaders across the globe. Her clients are CEOs, boards, and executives of mid-cap firms, nonprofits, and associations. A graduate of Mount Holyoke College, she earned an MBA from the University of Chicago Booth School.

## SELECTED AUDIENCES

Alstom (now GE)  
AARP  
APMP Annual Conference & other events  
Boss Builders Podcast  
Equal Justice Works Annual Conference  
HR Oxygen  
Lafarge North America  
Northern Virginia Women's Business Conference  
This Morning with Gordon Deal & Other Nationally Syndicated Radio Shows (e.g. KCBS, WGN, iHeart Radio, more...)  
Tysons Regional Chamber of Commerce  
VA Society of Association Executives

## CONTACT

(703) 625-9124  
TRethore@Strategy4Real.com  
www.Strategy4Real.com  
LinkedIn: trethore  
Twitter: @TRethore

## TESTIMONIALS

"You are FANTASTIC!! VERY FUNNY The first time I ever really understood a 'strategic plan'! I am going to work on it immediately. Thank you!"

**Jan Fox, Emmy-winning former anchor WUSA 9 News**

"I received very practical, concrete actions that I could implement quickly and effectively. Tara gave me courage to take intellectual risks. I found her insights to be incredibly helpful." **Susan Gurley, Executive Director, Anxiety & Depression Association of America**

"After sitting in on one of Tara's sessions, I was immediately a fan of her work and her approach to business. She keeps things simple while driving toward measurable results."

**Dana Taylor, President, Intelligent Ethos**

"Tara is a terrific facilitator and strategic-planning consultant. She kept us on task and moving forward."

**Phil Semas, President & Editor of the Chronicle of Higher Education**