

# matthew e. may

## author, *Winning the Brain Game*



*Matt did a great job of connecting with the audience; he was extremely credible and knew his material. The feedback we received has been overwhelmingly positive, and would be interested in future presentations.*

**Microsoft**

*We were so honored that Matt came to speak to our Council on Development, Education and Learning this week. He delivered an excellent presentation on Innovation. We especially appreciated his candor and the open discussion between him and the members. I just wish we had had more time!*

**The Conference Board**

*Matt gave an outstanding presentation. Everyone raved about it and felt it very motivating. We will be recommending him to other groups in the company!*

**Pfizer**

### profile

**Matthew E. May** is an internationally recognized thought leader on strategy, innovation, and lean. Working as a solo advisor and coach, he specializes in helping senior executives and their teams craft innovative strategies and build the capabilities to implement them.

**Matt** has written five books on innovative thinking, his latest being *WINNING THE BRAIN GAME: Fixing the 7 Fatal Flaws of Thinking* (McGraw Hill, 2016). His work has appeared in *The New York Times*, *Inc.*, *Strategy+Business*, *The Rotman Magazine*, *Fast Company*, and *Harvard Business Review* blogs.

**Matt** holds an MBA from The Wharton School and a BA from Johns Hopkins University, but he counts winning the *New Yorker* cartoon caption contest as one of his most creative achievements.

### perspective

**Matt** has a deep passion for ideas that solve a difficult problem in an elegant way. He defines an elegant solution as one that is both uncommonly simple and surprisingly powerful, and that achieves the maximum effect with minimum means.

Above all, **Matt** is a practitioner of business strategy and innovation with powerful lessons learned and war stories to tell from years in the trenches with companies ranging from small startups to companies as large and multinational as Toyota, where he spent eight years as a full-time advisor.

Matt blends his frontline experience with research from his books in order to deliver useful concepts with immediate application, and aims to achieve four things in every address: 1. inspire **new thinking**; 2. share a **unique perspective**; 3. tell **compelling stories**; and 4. deliver **practical takeaways**.

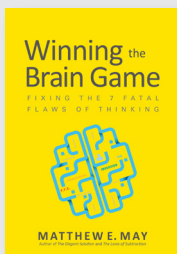


### books & sample topics

#### WINNING the BRAIN GAME

Fixing the 7 Fatal Flaws of Thinking

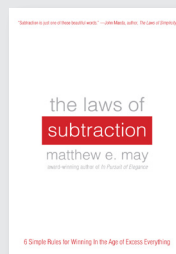
themes  
mindful thinking  
creative thinking  
problem solving



#### THE LAWS of SUBTRACTION

The Art of Winning By Doing Less

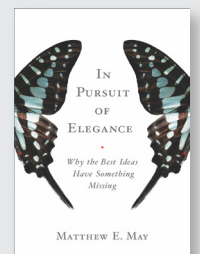
themes  
innovation  
design  
simplicity



#### ELEGANT SOLUTIONS

Achieving Maximum Effect With Minimum Means

themes  
design thinking  
innovation strategy  
product innovation



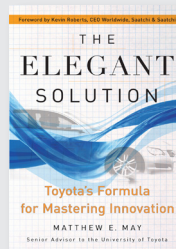
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#### TOYOTA ON INNOVATION

Building a Culture of Continuous Innovation

themes  
innovative culture  
lean organization  
operational excellence



#### INNOVATION ZEN

7 Zen Design Principles for Inspiring Simplicity at Work

themes  
simplicity  
zen principles  
minimalism  
personal change

