



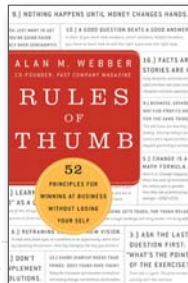
Each of us—and all of us—are in charge of generating our own rules of thumb to guide us through times of great turbulence, uncertainty, and opportunity.

Alan Webber

□ Expert on change and innovation in the knowledge economy. □

Award-winning business journalist. Cofounded *Fast Company*, most successful business magazine in history. Former managing editor and editorial director, *Harvard Business Review*. Author, *Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self*.

Author, *Rules of Thumb*.



Ahead of the Curve

Highlights

As one of the most widely respected and knowledgeable leaders in business journalism today, Alan Webber brings audiences unusual **depth of knowledge** and insight into an economy fueled by **information, change and innovation**.

An award-winning, nationally-recognized editor, author and columnist, he **launched *Fast Company***, the fastest growing, most successful business magazine in history and winner of two national magazine awards, one for excellence and one for design. He was named *Adweek's* Editor of the Year in 1999, along with co-founding editor William Taylor.

Webber understands the important characteristics of a “fast company”: the ongoing competition for the best **people**, for great **ideas**, and for the right way to think about **leadership**.

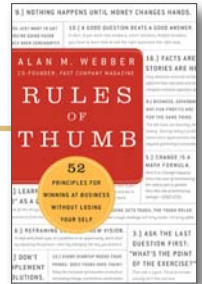
Alan is coauthor of three business-related books, including, most recently, *Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self*.

Rules of Thumb offers the fruits of forty years of experience in business from one of its most successful journalists.

Before founding *FC*, Alan was for five years the managing editor and editorial director of the *Harvard Business Review*. During his tenure, *HBR* was twice a finalist for National Magazine awards. He oversaw the journal's visual redesign and created the architecture for the journal's editorial performance that continues to this day.

Alan's columns and articles have appeared in numerous national publications, including the *Los Angeles Times*, *The New York Times*, *The New York Times Sunday Magazine* and *The Washington Post*.

Webber is a former fellow of the U.S.-Japan Leadership Program and a John J. McCloy Fellow. He has worked in the public sector as a special assistant to the U.S. Secretary of Transportation and in several capacities for the city of Portland, Oregon.



Rules of Thumb

Whether you're an entrepreneur, a business leader, or a person trying to make sense of a fast-changing, unpredictable, hard-to-chart world, Alan Webber addresses issues that business leaders in any situation can relate to: how to lead and inspire others; how to deal with failure; how to avert crises; how to create business strategy; how to hire, fire, and mentor; and, how to find a career that's right for you. With 52 rules of thumb—one for each week of the year—Alan offers wise, fun, and helpful advice based on his own experience—fresh insights and hard-won truths gathered over 40 years.

• Credentials

- Cofounder and former editor, Fast Company
- Author, *Rules of Thumb*
- Honorary Senior Fellow, Design Futures Council
- Co-author, *Changing Alliances and Going Global*
- Former *Harvard Business Review* editorial director, managing editor and associate editor
- Columns and articles have appeared in numerous national publications, including the *Los Angeles Times*, *The New York Times*, *The New York Times Sunday Magazine* and *The Washington Post*
- Former Associate Editor, *Oregon Times* magazine
- Former fellow, U.S.-Japan Leadership Program