



SIOR 2012 Spring World Conference Riding The Growth Wave

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Thursday General Session Speaker Bio: William Taylor

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Bill Taylor is an agenda-setting writer, speaker and entrepreneur who has shaped the global conversation about the best ways to compete, innovate and succeed. His latest project, *Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*, is based on in-depth access to 25 organizations that are making deep-seated changes under the most trying circumstances imaginable. These organizations (from hard-charging technology companies to long-established nonprofits, from hospitals to automakers to banks) are mastering a set of strategies and practices that define the work of leadership in turbulent times—ideas from which every leader can learn.

The book was published by William Morrow, an imprint of Harper Collins, in January 2011. It became an immediate *Wall Street Journal* bestseller and the #1 bestseller on the Inc./800CEORead Hardcover Business list. Daniel H. Pink, bestselling author of *Drive* and *A Whole New Mind*, calls the book “the most powerful and instructive change manual you’ll ever read.” Gail McGovern, president and CEO of the American Red Cross, calls it “a must-read for organizations that want to stay energized and relevant.” *The New York Journal of Books* called *Practically Radical* “a successor to Jim Collins’s seminal book, *Good to Great*.” *The Washington Times* called it “an eye-opening joy.” CNN, in an in-depth report on the book, declared that Bill has a “cult following in workplace and management circles.”

Practically Radical is a sequel of sorts to Taylor’s most recent book, *Mavericks at Work: Why the Most Original Minds in Business Win*, which was published in October 2006. “I didn’t just ‘read’ this book, I devoured it!” declared Tom Peters when *Mavericks* appeared. James J. Cramer, co-founder of *TheStreet.com* and host of CNBC’s *Mad Money with Jim Cramer*, had this to say: “If *Mavericks at Work* had come out before I started *TheStreet.com*, I could have saved my investors (and myself) \$100 million—because I would have been able to take the lessons in the book and apply them every day to my business.” Added talent guru Marcus Buckingham: “You must find the time to read this book.”

Just weeks after its release, *Mavericks* became a *New York Times* bestseller, a *Wall Street Journal* business best seller and a *BusinessWeek* best seller. It was the subject of articles, reviews and columns in many top publications, including *U.S. News & World Report*, *The Boston Globe* and *The Economist*, which called the book “a pivotal work in the tradition of *In Search of Excellence* and *Good to Great*.” *The Economist* also named *Mavericks* one of its “Books of the Year, 2006.” Other accolades include: “Top Ten Business Books of the Year” (Amazon.com), “Top Ten Books on Innovation and Design” (*BusinessWeek*), and “2006 Picks of the Year in Business Books” (*The Financial Times*).

The book also generated big attention on the small screen. ABC’s *Good Morning America* devoted two segments (called *Maverick Monday*) to the book, and NBC’s *Weekend Today* devoted a lengthy segment to its vision of the new workplace. CNBC aired a five-part series, hosted by Maria Bartiromo, called *The Business of Innovation*, which spotlighted a number of companies and executives drawn from the pages of *Mavericks at Work*, and for which Taylor was an on-air commentator.

As cofounder and founding editor of *Fast Company*, he launched a magazine that won countless awards, earned a passionate following among executives and entrepreneurs around the world—and became a legendary business success. In less than six years, an enterprise that took shape in some borrowed office space in Harvard Square sold for \$340 million.

Fast Company has won just about every award there is to win in the magazine world, from “Startup of the Year” to “Magazine of the Year” to two National Magazine Awards. In recognition of *Fast Company*’s impact on business, Taylor was named “Champion of Workplace Learning and Performance” by the American Society of Training and Development. Past winners include Jack Welch of GE and Fred Smith of FedEx.

Taylor is an adjunct lecturer at Babson College, America’s top-rated school for entrepreneurship, where he created the “Maverick Seminar at Babson College” - a unique academic program in which MBA students interact with the ideas and innovators creating the future of business.

A graduate of Princeton University and the MIT Sloan School of Management, he lives in Wellesley, MA, with his wife and two daughters.