

## Meet Konrad

**Konrad Knell is a leader in facilitating strategic planning and leadership development using creative, collaborative, and visual methods.**

Konrad is the founder and principal of Blue Summit Strategy. He is a consultant, facilitator, coach, and trainer in organizational visioning, strategic planning, change management, and leadership development. Konrad has been pioneering methods of bringing graphic facilitation, visual mapping, collaborative group process, and leadership development into strategic planning. The core of his work is designing and facilitating processes to develop visions and strategies that are inspiring, clear, and grounded in action.



Konrad has over 20 years of experience consulting to large global corporations in strategy and leadership development. He has facilitated the development of innovative business strategies and change programs in many diverse organizations. Recent clients have included GE Healthcare, Hewlett-Packard, Cisco, Levi Strauss, Adobe Systems, Solutia, and TriQuint Semiconductor. He also works with numerous small businesses, non-profits, entrepreneurs, and individual leaders. Projects have produced results such as the doubling in size of a business unit through an integrated, customer-focused vision; a new values-based culture and integral strategy that drives fast growth for a technology company; and a culture transformation based on bottom-up involvement of all employees in the strategic management of an organization.

Before founding Blue Summit Strategy in 2000, Konrad was a partner at Strategic Decisions Group, a \$70 million strategy consulting firm with an unusual business model of combining the highly analytic tools of decision analysis with group process and facilitation methods. He directed the development of large-scale creative business strategies in many diverse organizations, including Bristol-Myers Squibb, Boeing, Chevron, General Motors, Monsanto, Pfizer, Proctor & Gamble, and IBM. Projects produced results such as revolutionary new biotechnology products, a highly successful four-company joint venture to develop a nationwide navigation and communication system, and integrated therapeutic area strategies in a pharmaceutical company.

He also teaches and coaches individuals and groups to be more effective team members and transformational leaders. He teaches strategic visioning, strategy mapping, strategic decision analysis, team building & dynamics, several assessment & feedback methods, and personality frameworks such as the Enneagram and MBTI. He also works with organizations to build sustainability into how they do business. The ideas of “organizational change starts with personal change” and “being the change you wish to see in the world” infused themselves in his work and fueled a passion for leadership development.

Konrad holds an MBA from the Stanford Graduate School of Business and a BA in Biology & Psychology (cum laude) from Harvard University. He loves outdoor sports of all kinds, travel, yoga, and studying Eastern philosophy and Western psychology. He makes his home in Marin County, California.

