

Srikumar Rao

Best-Selling Author and Expert on Management

When you wake up in the morning is your heart singing about who you are and what you do? Dr. Srikumar Rao believes that having this kind of life is achievable. He has helped thousands of executives all over the world discover deep meaning and his methods have enabled them to achieve quantum leaps in effectiveness. Graduates of Dr. Rao's workshops have become more creative and more inspiring leaders. Above all they have developed an inner serenity, that comes from the confidence that they will be able to appropriately handle whatever comes their way—be it a small wave or a tsunami. His students become resilient and bounce back nonchalantly from reverses that would floor most peers.

In his talks, Dr. Rao discusses achieving goals, creating a successful business environment, and how individuals can become inspiring leaders.

Worldly Wisdom. Dr. Rao created an innovative course called, "Creativity and Personal Mastery." Students found it so overwhelmingly powerful that it remains the only business school course in the world to have its own alumni association. He developed the basic building blocks for a more successful life by learning from the world's spiritual masters and taking world's greatest wisdom traditions and applying them to the busy business world. He examines how most of us try to bring about profound change by an effort of will. Dr. Rao explains why this almost never works and takes the audience through a demonstration of their mental models and how they can change.

Dr. Rao has taught at Columbia Business School, London Business School, the Kellogg School of Management at Northwestern University and the Haas School of Management at the University of California at Berkeley. He has served as a marketing advisor to the national board of MENSA.

He Wrote The Book On Personal Success. Dr. Rao is the author of the best-selling *Are You Ready to Succeed: Unconventional Strategies for Achieving Personal Mastery in Business and Life*. His latest book *Happiness at Work: Be Resilient, Motivated and Successful – No Matter What*, is also a business best-seller.

He has been a contributing editor for *Forbes* and writes regularly on management practices, leadership, and personal mastery.

Dr. Rao was an executive with Warner Communications, Continental Group, Data Resources and McGraw-Hill. He is an expert on marketing strategy and has taught in the corporate programs of companies such as Verizon, Northrop-Grumman, Symbol Technologies and General Instruments as well as in the executive programs of London Business School, Columbia Business School and the Haas School of Business at the University of California at Berkeley.

He received his PhD in Marketing from the Graduate School of Business, Columbia University. He has a degree in physics from St. Stephen's College, Delhi University and an MBA from the Indian Institute of Management, Ahmedabad.