



THINKERS 50 WEBSITE ANALYSIS

Conducted by Experiential Communications founder Kevin Anselmo on March 8, 2020

NAME	PERSONAL WEBSITE	CLEAR VALUE PROPOSITION	REGULAR CONTENT	CALL TO ACTION	EMAIL MARKETING
#1. W. Chan Kim & Renée Mauborgne	www.blueoceanstrategy.com	<i>Imagine Standing Apart from the Competition</i>	Yes	Yes	Yes
#2. Roger Martin	www.rogerlmartin.com	<i>Thinking about thinking</i>	Yes	Yes	No
#3. Amy Edmondson	No				
#4. Alexander Osterwalder & Yves Pigneur	www.strategyzer.com	<i>clearly understand customers, create better products, and grow businesses.</i>	Yes	Yes	Yes

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#5. Rita McGrath	www.ritamcgrath.com	<i>Create an entrepreneurial mindset in your organization</i>	Yes	Yes	Yes
#6. Daniel Pink	www.danielpink.com	<i>....big ideas reshaping our work, transforming our businesses, and changing our lives.</i>	Yes	Yes	Yes
#7. Richard D'Aveni	No.				
#8. Erik Brynjolfsson & Andrew McAfee	No.				
#9. Scott D. Anthony	No.				
#10. Adam Grant	www.adamgrant.net	<i>Ideas and evidence about work and psychology</i>	Yes.	Yes	Yes

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#11. Simon Sinek	https://simonsinek.com	Imagine a world in which the vast majority of us wake up inspired, feel safe at work and return home fulfilled at the end of the day.	Yes.	Yes.	Yes.
#12. Eric Ries	www.theleanstartup.com	<i>The movement that is transforming how new products are built and launched</i>	Yes.	Yes.	Yes.
#13. Lynda Gratton	www.lyndagratton.com	No.	Yes.	Yes.	Yes.
#14. Whitney Johnson	www.whitneyjohnson.com	<i>We help high-growth organizations build high-growth individuals.</i>	Yes.	Yes.	Yes.
#15. Zhang Ruimin	No.				

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#16. Hal Gregersen	halgregersen.com	<i>Questions are the answer</i>	Yes.	Yes.	Yes.
#17. Liz Wiseman	https://thewisemangroup.com	<i>What if you could double your team's intelligence?</i>	Yes.	Yes.	Yes.
#18. Herminia Ibarra	https://herminiaibarra.com	No.	No.	Yes.	No.
#19. Pankaj Ghemawat	Yes. https://ghemawat.com	No.	Yes.	Yes.	No.
#20. Martin Lindstrom	https://www.martinlindstrom.com	<i>We challenge established thinking and drive business and culture transformation. Seen through the lens of the consumer, we identify, create, and implement a true point of differentiation.</i>	Yes.	Yes.	Yes.
#21. Francesca Gino	https://francescagino.com	<i>The psychology of organizations.</i>	No.	No.	No.
#22. Linda Hill	No.				

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#23. Steve Blank	https://steveblank.com	No.	Yes.	Yes.	Yes.
#24. Subir Chowdhury	https://www.subirchowdhury.com	No.	Yes.	Yes.	Yes.
#25. Anil Gupta & Haiyan Wang	http://anilkgupta.com	No	Yes.	Yes.	Yes.
#26. Morten Hansen	https://www.mortenhansen.com	<i>The hidden habits of top performers.</i>	Yes.	Yes.	Yes.
#27. Nilofer Merchant	https://nilofermerchant.com	<i>The power to innovate</i>	Yes.	Yes.	Yes.
#28. Ming Zeng	No.				
#29. Michael D Watkins	https://www.genesisadvisers.com	<i>Accelerate. Energize. Transform.</i>	Yes.	Yes.	No.

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#30. Rachel Botsman	https://rachelbotsman.com	<i>... how trust enables us to navigate uncertainty, place our faith in people and take leaps into the unknown.</i>	Yes.	Yes.	No.
#31. Gary Hamel	http://www.garyhamel.com	No.	No.	No.	No.
#32. Erin Meyer	https://www.erinmeyer.com	No.	No.	Yes.	No.
#33. Susan David	https://www.susandavid.com	<i>Emotional agility.</i>	Yes.	Yes.	Yes.

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#34. Seth Godin	https://www.sethgodin.com	No.	Yes.	Yes.	Yes.
#35. Amy Cuddy	https://www.amycuddy.com	No.	No.	Yes.	No
#36. Marshall Van Alstyne & Geoff Parker	No.				
#37. Gianpiero Petriglieri	http://gpetriglieri.com	No.	Yes.	Yes.	No.
#38. Marcus Buckingham	https://www.marcusbuckingham.com	<i>How humans actually work</i>	No.	Yes.	No.
#39. Frederic Laloux	https://www.reinventingorganizations.com	<i>It's time to reinvent organizations</i>	No.	Yes.	No.

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#40. Gary P. Pisano	https://gpisano.com	<i>Creative construction – the DNA of sustained innovation</i>	No.	Yes.	Yes.
#41. Jim Collins	https://www.jimcollins.com	<i>Good is the enemy of great.</i>	Yes.	Yes.	No.
#42. Sheena Iyengar	https://www.sheenaiyengar.com	<i>Our choices construct our relationships, careers, world-views, and identities– we are the sum of our choices.</i>	Yes.	Yes.	Yes.
#43. Stew Friedman	https://www.totalleadership.org	<i>Be a better leader, have a richer life.</i>	Yes.	Yes.	Yes.
#44. Sydney Finkelstein	No.				

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#45. Julian Birkinshaw	www.julianbirkinshaw.com	No.	No.	No.	No.
#46. David Burkus	www.davidburkus.com	<i>Find Your Fight Inspire Your Team Unlock Your Growth</i>	Yes.	Yes.	Yes.
#47. Heidi Grant	www.heidigrantphd.com	<i>The science of motivation and communication</i>	Yes.	Yes.	No.
#48. Dorie Clark	www.dorieclark.com	<i>Find your breakthrough idea.</i>	Yes.	Yes.	Yes.
#49. Michael Jacobides	No.				
#50. Tiffani Bova	www.tiffanibova.com	No.	Yes.	Yes.	Yes.