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Greg McKeown

Greg McKeown has dedicated his career to discovering why some people break through to the next level—and others don't.

The definitive treatment of this issue is addressed in McKeown's latest project: the instant New York Times and Wall Street Journal bestseller, *Essentialism: The Disciplined Pursuit of Less*. As well as frequently being the #1 Time Management book on Amazon, this book challenges core assumptions about achievement to get to the essence of what really drives success.

McKeown is the CEO of McKeown, Inc., a company whose clients include Airbnb, Apple, Google, Facebook, Pixar, Salesforce.com, Symantec, Twitter, VMware and Yahoo!.



His writing has appeared or been covered by Entrepreneur, Fast Company, Fortune, HuffPost, Politico, and Inc. Magazine. He is among the most popular bloggers for the Harvard Business Review and LinkedIn's Influencers group: averaging a million views a month.

McKeown has been interviewed on numerous television and radio shows including NPR's All Things Considered and NBC's Press: Here. Entrepreneur Magazine voted his interview at Stanford University the #1 Must-See Video on Business, Creativity and Success.