

Who are the world's best keynote speakers? World-class business gurus? World's most influential business thinkers? Search for the world's most influential business thinkers?

Dr Patrick Dixon was ranked as one of the top 20 most influential thinkers alive today, in the Thinkers 50 global executive survey published in 2005 (The Times - UK). Number One was Michael Porter, followed by Bill Gates. Patrick Dixon was also ranked in the top 50 in 2003. He is one of the world's leading Futurist keynote speakers and author of 17 books.

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The Thinkers 50 was developed as a guide to which thinkers and ideas are currently having greatest impact - and which have been consigned to business history.

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The Thinkers 50 was originally created by Suntop Media in association with Bloomsbury Publishing. The aim was to answer a simple question:

Who is the most important living management thinker alive today?

The Thinkers 50 team emailed hundreds of business managers and leaders, consultants, academics and MBA students in many different countries. The team also collected entries made using a form on the website. After sifting through more than 1,200 votes a list of prominent business thinkers was compiled.

The result was a short list of 80 names. Google was then used to look at the number of times

each person was referenced, and factored into the ranking. Finally, each person was scored against 10 criteria.

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## **The Measures**

### **1. ORIGINALITY OF IDEAS**

Are the ideas and examples used by the thinker original?

### **2. PRACTICALITY OF IDEAS**

Have the ideas promoted by the thinker been implemented in organizations? And, has the implementation been successful?

### **3. PRESENTATION STYLE**

How proficient is the thinker at presenting his/her ideas orally?

### **4. WRITTEN COMMUNICATION**

How proficient is the thinker at presenting his/her ideas in writing?

### **5. LOYALTY OF FOLLOWERS**

How committed are the thinker's disciples to spreading the message and putting it to work?

### **6. BUSINESS SENSE**

Do they practice what they preach in their own business?

### **7. INTERNATIONAL OUTLOOK**

How international are they in outlook and thinking?

## 8. RIGOR OF RESEARCH

How well researched are their books and presentations?

## 9. IMPACT OF IDEAS

Have their ideas had an impact on the way people manage or think about management?

## 10. GURU FACTOR

The clincher: are they, for better or worse, guru material by your definition and expectation?

The results of all the work of the panel were then collated to produce the final ranking.

### "Who is the most important living management thinker?"

Dr Patrick Dixon was ranked 17 - up from 46 in 2003.

(The figures in brackets below are the listings from the Thinkers50 2003 global ranking.)

Ranking	Name
1	Michael PORTER (2)
2	Bill GATES (20)
3	CK PRAHALAD (12)
4	Tom PETERS (3)
5	Jack WELCH (8)
6	Jim COLLINS (10)
7	Philip KOTLER (6)
8	Henry MINTZBERG (7)
9	Kjell NORDSTRÖM & Jonas RIDDERSTRÅLE (21)
10	Charles HANDY (5)
11	Richard BRANSON (34)
12	Scott ADAMS (27)
13	Thomas A. STEWART (37)
14	Gary HAMEL (4)
15	Chan KIM & Renée MAUBORGNE (31)
16	Kenichi OHMAE (19)
17	Patrick DIXON (46)
18	Stephen COVEY (16)
19	Rosabeth MOSS KANTER (9)

- 20 Edward DE BONO (35)
- 21 Clayton CHRISTENSEN (22)
- 22 Robert KAPLAN & David NORTON (15)
- 23 Peter SENGE (14)
- 24 Ram CHARAN (-)
- 25 Fons TROMPENAARS (50)
- 26 Russ ACKOFF (-)
- 27 Warren BENNIS (13)
- 28 Chris ARGYRIS (18)
- 29 Michael DELL (33)
- 30 Vijay GOVINDARAJAN (-)
- 31 Malcolm GLADWELL (-)
- 32 Manfred KETS DE VRIES (43)
- 33 Rakesh KHURANA (-)
- 34 Lynda GRATTON (41)
- 35 Alan GREENSPAN (42)
- 36 Edgar H SCHEIN (17)
- 37 Ricardo SEMLER (36)
- 38 DON PEPPERS (48)
- 39 Paul KRUGMAN (40)
- 40 Jeff BEZOS (39)
- 41 Andy GROVE (26)
- 42 Daniel GOLEMAN (29)
- 43 Leif EDVINSSON (-)
- 44 Jim CHAMPY (25)
- 45 Rob GOFFEE and Gareth JONES (-)
- 46 Naomi KLEIN (30)
- 47 Geert HOFSTEDE (47)
- 48 Larry BOSSIDY (-)
- 49 Costas MARKIDES (-)
- 50 Geoffrey MOORE (38)

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[More on Thinkers 50 and listing](#)

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