DONNA McGEORGE

AUTHOR. SPEAKER. SUBTRACTION STRATEGIST.

Creator of Red Brick Thinking™ - the art and science of strategic subtraction

DONNA McGEORGE
defining space

It's not about doing *more*, it's about doing *what matters.*

RED BRICK THINKING

Real breakthroughs come from what we remove.

And yet we grew up with the idea that success meant more. More hours, tools, layers and hustle.

In this practical and provocative keynote, Donna McGeorge introduces Red Brick Thinking™ - a smarter, sharper approach for modern leaders who are done with overwhelm.

It's about clearing the clutter, challenging the "always-on" mindset, and making space for what actually drives results.

KEY TAKEAWAYS

- Why subtraction is the most underused power move in leadership
- How to spot your "red bricks" (the hidden stuff weighing you down)
- The science behind cognitive overload and how to break the cycle
- Tools to simplify your calendar, your decisions, your meetings, your culture
- A fresh, focused lens on productivity, leadership and legacy.

ABOUT DONNA

When Donna steps on stage, people don't just listen, they lean in, nod, laugh, and rethink how they're spending their time. You won't see anyone checking phones during her session!

She helps leaders and teams reclaim time for what matters most.

At the heart of everything is a simple idea: We need to redefine productivity, designing work for clarity, effectiveness, and humanity.

You'll find her ideas on TV, in HBR, Forbes, and in 15 books, five bestsellers. But it's on stage where the real work happens.

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WHAT AUDIENCES SAY

"Donna doesn't just speak, she sparks transformation."

"Our team walked away thinking differently about everything we do."

"The Red Brick metaphor stuck with us. We still talk about it months later."

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BOOK DONNA
for your next event, and watch your team cut the crap, get clear and achieve things that really matter.

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