



REBECCA COSTA

Sociobiologist & Author, *The Watchman's Rattle*



Rebecca Costa is a sociobiologist who offers a genetic explanation for current events, emerging trends, and individual behavior. A thought leader and provocative new voice in the mold of Thomas Friedman, Malcolm Gladwell, and Jared Diamond, Costa examines “the big picture”—tracing everything from terrorism, crime on Wall Street, epidemic obesity, and upheaval in the Middle East to evolutionary forces.

Costa is the author of *The Watchman's Rattle: Thinking Our Way Out of Extinction*, which explains how the principles governing evolution cause and provide a solution for global gridlock. Explaining that civilization seems to have lost its ability to solve its own problems, Costa offers a genetic explanation for this social and economic paralysis—and, most importantly, prescribes a way out. The success of *The Watchman's Rattle* led to Costa's radio program, “The Costa Report,” where the world's top newsmakers and thought leaders discuss the challenges we face—from government debt, healthcare, and terrorism to the election, education, and energy reform.

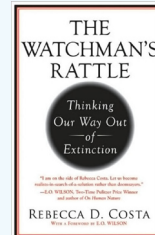
In her riveting keynote speeches, Costa describes how corporations and organizations—whether medical, technical, financial, or educational—are dealing with “exponentiating complexity,” leading to high rates of failure. She offers powerful takeaways on how organizations can become fast adapters (and evolutionary “winners”), and shares how they can make better decisions in high-failure environments.

Rebecca Costa is a former CEO and founder of one of the largest marketing firms in Silicon Valley, and has a proven track record of introducing new technologies. Her clients have included such industry giants as Hewlett-Packard, Apple, 3M, and General Electric.

TOPICS

- > The Watchman's Rattle: Thinking Our Way Out of Extinction
- > Managing Accelerating Complexity in Business
- > Fast Adaptation in Higher Education
- > Navigating Rapid Change in Government
- > Accelerating Complexity in Technology

IN PRINT



“Rebecca Costa has written a riveting examination of our world's most dire and complex issues. Her message for mankind is an ultimately hopeful one as she explores her fascinating theory about the brain's ability to develop advanced problem solving techniques in times of crisis. A must read!”

-Donald Trump

RAVE REVIEWS

“Rebecca hit the mark in the recent meeting of our executive management team. She helped us gain new perspectives on how we can better deal with the growing complexity businesses face today.”

-Dole Food Company