

RIFFAT MANASIA

Riffat Manasia is an executive, strategist, writer, and speaker whose work focuses on leadership, stability, and the discipline of Full Intensity — operating at the highest level of performance without it consuming what it depends on.

Over nearly three decades, she has led and advised organizations across some of the most demanding environments in the world — post-conflict reconstruction in Afghanistan, where she built a research and consulting organization to over 600 staff; Wall Street; and senior advisory roles spanning government, innovation ecosystems, and global institutional strategy. She has founded organizations, led nonprofits, and advised senior leaders navigating complexity at scale.

She holds degrees from MIT and Harvard. She is affiliated with a research center at Harvard Medical School, where clinical neuroscience research examines the measurable cognitive and physiological effects of contemplative practices.

Her framework — **Full Intensity** — maps the internal conditions that allow a leader to operate at complete, coherent, undistorted output: stability, clarity, centeredness, and directed intensity. It is grounded in peer-reviewed science and three decades of lived experience across high-stakes systems.

She writes about leadership, intensity, and the cost of getting this wrong. Her essays are available now. More is being built.

Riffat lives in Austin, Texas, and is the sole parent to two teenage sons.



For media inquiries or speaking engagements, please reach out directly.