



# Dr. Ben Tyler

KEYNOTES & IN-COMPANY

Best-selling author, international speaker, behavioral scientist.  
Expert in leadership, behavior, and change.



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*Ben Tyler deeply cares about the challenges we face in becoming better leaders, in changing our lives and in making a real contribution. Ben's unique talent is his ability to translate sound scientific research into inspirational, practical advice.*

*Stephen R. Covey, author of 'The Seven Habits of Highly Effective People'*



## KEYNOTES

Ben offers keynotes and complete 'one-man' seminars on leadership, behavior, and change for worldwide audiences, ranging from a few hundred to a few thousand people.

With his inspiring content, entertaining delivery and thought-provoking exercises, he has all participants on the edge of their seats.

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## IN-COMPANY SESSIONS

Ben gives in-company sessions on topics like personal leadership, leading change, and the human side of innovation for diverse audiences in all kinds of locations – literally from international boardrooms to prison canteens.



The options:

- An inspiring, interactive talk for your clients and employees;
- The kick-off of a major change project;
- A seminar for your internal leadership program;
- A brainstorm with management around current challenges.

*Always tailor-made, practical and personal.*

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### BEN'S CLIENTS INCLUDE:

|                          |                  |                         |                        |
|--------------------------|------------------|-------------------------|------------------------|
| ABN AMRO                 | Dell             | KLM                     | Photonis               |
| Accenture                | Deloitte         | Korea Leadership Center | Port of Rotterdam      |
| Airfrance-KLM            | Deutsche Telecom | KPMG                    | PWC                    |
| Alfa Laval               | EY               | KPN                     | Salvation Army         |
| BAM                      | FrieslandCampina | Novartis                | SAP                    |
| Essity                   | Hewlett Packard  | Nutricia                | Sanoma                 |
| Cargill                  | Home Instead     | OCLC                    | Shell                  |
| Cisco Systems            | Honeywell        | Oracle                  | SHV                    |
| Compassion International | ING              | PepsiCo                 | TNT                    |
| Computer Associates      | John Crane       | Pfizer                  | Vacation Network Group |
| Cunningham Lindsey       | Kone             | Philips                 | VolkerWessels          |



*An excellent presentation. A lot of energy, very good English, good timing, good non-verbal communication. The slides are super, the exercises in between are well timed. Ben has given everyone an effective wake-up call. As far as I am concerned, one of the best presentations I have seen in recent years.*

*Gijs de Vries, EY*



## ABOUT BEN TYLER

Dr. Ben Tyler is a best-selling author, international speaker, and behavioral scientist. He has been studying leadership, behavior, and change for more than thirty years.

### BEST-SELLING AUTHOR

- Ben has written eight bestsellers. His work has been translated in all continents.
- He writes a weekly column for Dutch national newspaper NRC and hosts a weekly radio show on Dutch national radio station BNR.

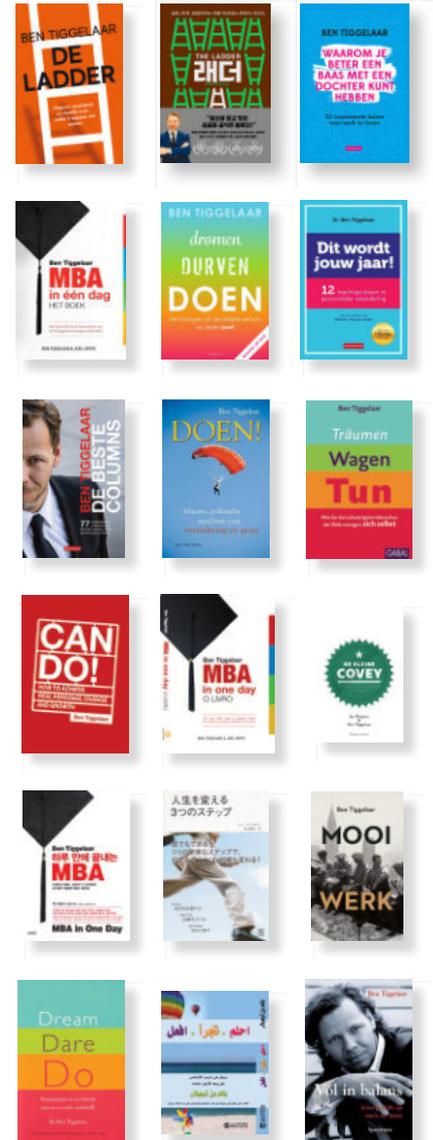
### INTERNATIONAL SPEAKER

- Ben is regarded as one of the top speakers and teachers in his field and has delivered seminars all over the world.
- He is a visiting professor at IE Business School, one of the top-ranking business schools in Europe (according to the Financial Times, The economist, and Business week).
- He has also given guest lectures at among others, Harvard University, Nijenrode Business University, Rotterdam School of Management, and Vlerick Business School.

### BEHAVIORAL SCIENTIST

- Ben has a Master's degree in Communication studies from the University of Amsterdam.
- He earned his Ph.D. in Economics and Business Studies at VU University Amsterdam, conducting field studies on behavioral change in organizations.
- After this, he studied at Harvard University and University College London.

For more information, go to: [www.drben Tyler.com](http://www.drben Tyler.com)





## SOME TOPICS FOR KEYNOTES AND IN-COMPANY SESSIONS

### THE LADDER: SUCCESSFUL CHANGE IN WORK AND LIFE

Anyone with some life experience will know that real change – both at work and at home – isn't easy.

But based on his smart and simple model – The Ladder – Ben shows you...

- How to set goals that do work;
- How to choose behavior that will lead to success;
- What support does help you change.

Packed with the very best up-to-date insights from the field of behavioral science. Accessible, practical, and effective.

### THE NEW PSYCHOLOGY OF CHANGE

Leading processes of innovation, renewal, and change is complex. This won't come as a shock to most managers. But why exactly is it so difficult? And what are the latest insights from psychological research that do work?

Some of the questions Ben can answer:

- What human characteristics block change and innovation?
- What is 'psychological safety' and why is it essential for learning?
- What should managers do to inspire breakthroughs?

### A FRESH LOOK AT PERSONAL LEADERSHIP

All important achievements are the result of personal leadership.

For decades now, Ben has been researching how to formulate effective goals and how to achieve them. Many of his findings will surprise you.

Some of the questions Ben can answer:

- How do you discover your personal definition of success and happiness?
- What determines over 95% of your behavior (without you knowing)?
- What do you need to achieve effective self-management - both at work and at home?



*We got a lot of positive feedback from participants around the globe - Not only in the online survey, but some even called us to say how much they enjoyed Ben's webinar and his energy!"*

Charlotte Riis Røikjær, Hamlet Protein





Ben interviews former U.S. President Barack Obama for an audience of 3,500 people during the conference Forward Thinking Leadership in Amsterdam (photo: Dan Taylor).

## WHAT CAN BEN DO FOR YOU?

### KEYNOTE

You are organizing a large conference, a customer event, or the kick-off of an important internal change or leadership program... And you are looking for an inspiring keynote speaker.

Ben offers participants practical eye-openers and inspires them to take action immediately.

- Number of participants: 100 people or more.
- Duration: 45 - 90 minutes.

### SEMINAR

You are looking for someone who can train your colleagues or business relations. You want state-of-the-art insights, enthusiastic interaction, smart, entertaining exercises and, ultimately, outstanding educational results.

Ben provides a motivating mix of education and inspiration.

- Number of participants: 50 people or more.
- Duration: 4 - 8 hours.

### MANAGEMENT SESSION

As a management team, you want to develop innovative ideas about leadership, change or behavior in your organization. You are looking for someone who can share their solid knowledge, who can facilitate, and help to make that creative jump from theory to practice.

With his extensive international experience with this form of 'stand-up consulting', Ben can help you get straight to the heart of an issue.

- Number of participants: 20 people or less.
- Duration: 4 - 8 hours.



*Ben Tyler doesn't just inspire you to Dream, Dare, Do – he also teaches you skills and techniques that can turn your good intentions into reality."*

Ken Blanchard, author of 'The One Minute Manager'



## BOOKING BEN: HOW IT WORKS



*Ben Tyler is an inspiring trainer and author in the field of human behavior and change. You will find his books and ideas extremely practical, very realistic and fun to read.*

*Marshall Goldsmith, author of 'What Got You Here, Won't Get You There'*



## FREQUENTLY ASKED QUESTIONS

### > How can I arrange for Ben to speak at our event?

Contact Erna Kempen, Personal Assistant to Ben Tyler. Please call her at: +31 (0)6 -8309764.  
Or email: [office@drbent Tyler.com](mailto:office@drbent Tyler.com).

### > What does it cost to hire Ben?

As a general guide for international bookings: fees for lectures in Western Europe start at 12,000 euros; fees for lectures outside Western Europe start at 18,000 euros.

- Other costs (not included in the prices quoted above) are: air fares, local transport costs, and accommodation for two. To be arranged in agreement with Ben's management.
- VAT and other taxes are not included. If applicable, these will be added to the fee.

### > How far in advance must I contact Erna?

Please note that Ben is usually fully booked a few months in advance.

### > What kind of audiences has Ben worked with?

In the past 25 years, Ben has gained experience as a speaker and teacher on all continents and in many different cultures.

He has worked with participants from virtually every sector. From multinationals to SMEs, from education and medicine to governments, NGOs and scientific institutes.

### > Where can I find more information about Ben and his ideas?

Please go to our website: [www.drbent Tyler.com](http://www.drbent Tyler.com)



*Ben's presentation was received extremely well. Participants from all countries were positive. Very positive.*

Goossen Boers, president & CEO Photonis Technologies