



# Dr. Ben Tyler

KEYNOTES & IN-COMPANY

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



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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, change, and human behavior for worldwide audiences, ranging from a few hundred to a few thousand people.

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



## 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 leaderships program;
- A brainstorm with management around current challenges.

Always tailor-made, practical, and personal.



*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, change, and human behavior for more than 35 years.

### BEST-SELLING AUTHOR

- Ben has written nine bestsellers. His work has been translated in all continents.
- He writes a weekly column for Dutch national newspaper NRC.

### 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 has given guest lectures at among others, Harvard University, IE Madrid, 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 and University College London.

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





## THEMES FOR KEYNOTES & IN-COMPANY SESSIONS



### LEADERSHIP

- Why leadership is all about human behavior.
- What determines whether colleagues are involved?
- What are effective habits for leaders?
- How to translate great ideas into behavior.
- What is the use of positive leadership?
- The most difficult person to lead: yourself.

### CHANGE

- Why change is actually about human behavior.
- What really gets people moving?
- The bottleneck in innovation: our behavior.
- What makes behavioral change so complicated?
- What is essential in creating a culture change?
- This is what you must know about the psychology of change.



*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'*



Photo: Dan Taylor

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

# 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.

*(Unlimited number of participants; 60 - 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.

*(Unlimited number of participants; 4 - 8 hours)*

## MANAGEMENT SESSION

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

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

*(Number of participants: 15 or less; 4 - 8 hours)*

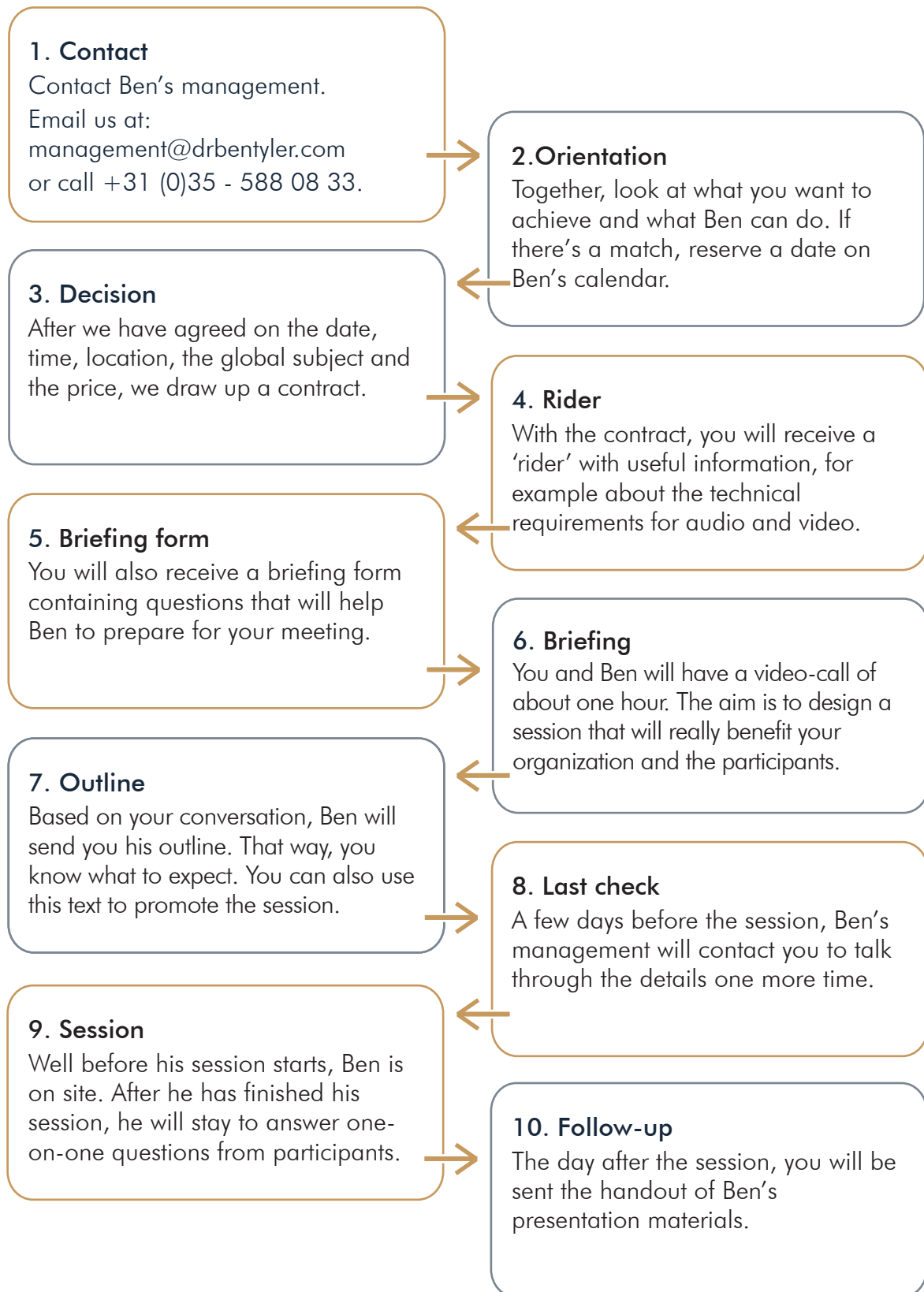


Ben Tyler is an inspiring trainer and author in the field of human behavior and change. You will find his books and ideas extremely practical, very realistic and fun to read.

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



## BOOKING BEN: HOW IT WORKS





## FREQUENTLY ASKED QUESTIONS

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

Contact Ben's management. Please call us at: +31 (0)35 - 588 08 33.  
Or email: [management@drbentyl.com](mailto:management@drbentyl.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 you?

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.drbentyl.com](http://www.drbentyl.com)



*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 Røijkær, Hamlet Protein