



## MAKE ASSOCIATIONS...WORK

# CHRIS DYER

Keynote Speaker | Community & Culture Architect

## Associations

**Empower every member to connect deeply, grow confidently, and make an impact that lasts**

Today's professionals join associations to belong, learn, and thrive. Chris Dyer equips members the mind-set and tools to build genuine connections, elevate their careers, and shape cultures where their voices matter. Through engaging stories and the proven 7 Pillars Framework, attendees leave energized, equipped, and ready to turn ideas into everyday wins for themselves and for the communities they serve.

### KEYNOTE TAKEAWAYS FOR YOUR ATTENDEES

- **Belonging that pays** - Turn every event into genuine bonds that fuel mentorship, collaboration, and growth
- **The 7 Pillars Blueprint** - Embed transparency, recognition, and positivity—habits that boost influence, trust, and career resilience
- **Multi-generation engagement** - Tactics that help Boomers to Gen Z collaborate seamlessly and share knowledge without friction
- **Innovation with connection** - Adopt new tools while honoring tradition so every member feels valued
- **Personal culture metrics** - Simple measures that track growth, satisfaction, and the ripple effect of great culture on everyday work

### TOP REASONS TO BOOK CHRIS DYER

- **Inc. Magazine's #1 Leadership Speaker on Culture**
- **Three bestselling books**, with *The Power of Company Culture* named a Top-10 HR Book of All Time
- **Association favorite**, consistently top-rated at SHRM, AICPA, KTIA, NMFTA, GoWest, and more
- **Global recognition** – #5 LeadersHum Power List, Top 50 Global Thought Leader
- **Board-level credibility** – Forbes Business Council & Fast Company Executive Board member

### WHAT CLIENTS SAY

**"Chris did a great job connecting with our members about the vital importance of company culture. He also spent time outside his presentation to understand their needs and challenges."**

Gary McCoy, Director, Spring Manufacturers Institute (SMI)

**"Our programs shifted multiple times, yet Chris rolled with every change and delivered a memorable session that blended story and strategy."**

Erin Carter, Director of Programs & Events, National Motor Freight Traffic Association (NMFTA)



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