

# CHRIS DYER

Keynote Speaker | Bestselling Author | Entrepreneur & CEO

Inc. Magazine's #1 Leadership Speaker on Culture · Global Gurus Top 30 (#15, Organizational Culture) · #1 Leadership Speaker to Follow in 2026 MSN · 300+ keynotes across 21 countries



Trusted by NASA, Johnson & Johnson, Southwest Airlines, MetLife, General Motors, Intuit, Caesars, Nestle, and other top companies around the world.

Chris partners with organizations to strengthen culture, build resilient teams, and make better decisions in moments that shape outcomes. Each keynote is custom-tailored to your audience and walks attendees out the door with frameworks they will actually use on Monday morning.

*"Chris exceeded every expectation our agents had for a keynote speaker. His presentation was incredibly impactful. It felt very personal and directly addressed the specific challenges our audience is facing."* Jae Kim, Event Planner, Syncis

## MOST POPULAR KEYNOTES

### Moments That Matter: See, Shape, and Scale What Counts

(where Motivation is the outcome)

#### WHO CHOOSES THIS KEYNOTE?

Ideal for leadership conferences, corporate retreats, association events, and personal development audiences. Leaders, managers, emerging leaders, and cross-functional teams seeking a framework to strengthen culture, deepen relationships, and make better decisions at critical junctures.

#### SUMMARY

Every career, every relationship, every organization has defining moments that determine its trajectory. Most people recognize these moments only in hindsight. Chris Dyer's Moments That Matter framework, drawn from his bestselling book of the same name, teaches leaders and teams to see moments coming, shape them intentionally, and scale their impact across the organization. Chris identifies seven types of moments that matter: Inception, Transition, Decision, Recognition, Connection, Truth, and Culmination. Drawing on research, real-world case studies from organizations like IKEA, General Motors, and MetLife, and hard-won lessons from building and selling multiple companies, Chris gives audiences a practical methodology for designing moments that strengthen culture, deepen relationships, and drive better decisions.

#### WHAT YOUR TEAM WILL WALK AWAY WITH

- A framework to identify and prepare for the seven types of moments that shape outcomes
- Tools to recognize moment signals before they pass: somatic signals, resistance signals, and disproportionate impact signals
- Strategies to design recognition, onboarding, and team connection moments that strengthen retention and engagement

# Thriving Through Relentless Change

(where Inspiration is the outcome)

## WHO CHOOSES THIS KEYNOTE?

Ideal for company-wide audiences, all-hands meetings, and mixed-role groups in organizations facing rapid change, fast growth, or disruption from AI and innovation. Also a strong fit for industry conferences where attendees are navigating market shifts, regulatory change, or workforce transformation.

## SUMMARY

AI, shifting workforce expectations, hybrid models, and market volatility are hitting organizations simultaneously. Teams feel the pressure but lack the tools to respond productively. In this energizing keynote, Chris delivers a practical roadmap for thriving when the pace of change feels relentless, built on three proven pillars: transparent communication that builds clarity and trust, boundary-honoring collaboration that strengthens teamwork and respect, and the seven types of rest that protect well-being and sustain energy.

Chris draws on his experience as a CEO who grew a fully remote company through two recessions and a pandemic, as well as insights from his work with organizations including NASA, Intuit, and Caesars. Attendees leave with meeting hacks that free up time, email strategies that reduce overwhelm, and boundary-setting approaches that prevent burnout while strengthening relationships and fostering a culture of belonging.

## WHAT YOUR TEAM WILL WALK AWAY WITH

- Resilience and adaptability mindsets for navigating uncertainty
- Practical communication and collaboration tools they can use immediately
- Energy management strategies rooted in the science of rest
- Confidence to lead through disruption from AI, organizational change, and market shifts

# Strategic Selling: Sell Faster, Win Cleaner, Close with Confidence

(where Sales Success is the outcome)

## WHO CHOOSES THIS KEYNOTE?

VPs of Sales, CROs, and sales leaders responsible for pipeline, revenue targets, and team performance. Ideal for sales kickoffs, national sales meetings, and revenue-focused conferences where the audience is 50+ reps or mixed sales/leadership.

## SUMMARY

Most sales keynotes teach a system. Chris teaches your team to think more strategically about every part of the sale, using what's already working, adapted to how they actually sell. 87% of sales training is forgotten within a month, not because reps don't care, but because rigid methodologies don't stick. This keynote installs five thinking shifts your team will actually use, because they adapt to how your reps already sell. No system to buy. No certification to upsell. Just sharper thinking.

## OUTCOMES

Shorter deal cycles, stronger executive conversations, protected margins on pricing, and pipeline built through smarter selling. Reps leave with thinking frameworks they actually use because they adapt to how they already sell.

## THE FIVE FIELD-TESTED MOVES

- **One-Size-Fits-One Selling:** stop using one-size-fits-all pitches, read each buyer's situation and adapt in real time
- **Credibility & Fluency:** establish trust early so buyers see reps as strategic partners, not vendors
- **Ladder of Abstraction:** know when to talk strategy with executives and when to get tactical with practitioners

- **Sensemaking Seller:** guide buyers through confusion, competing priorities, and internal politics without losing control
- **Price & Closing Confidence:** stop leading with discounts, reframe value and handle price objections

### **PARTICIPANTS WILL BE ABLE TO**

- Tailor every conversation to the specific buyer's situation
- Match messaging to the right altitude for each audience
- Build credibility faster and position as a strategic partner
- Navigate complex buying decisions with multiple stakeholders
- Price with confidence, close without discounting, and hold margins



*Chris Dyer absolutely crushed it at our Sales Kickoff. His ability to connect with our team, challenge conventional thinking, and provide real, actionable strategies made all the difference. The overwhelming response from our attendees was that they walked away more confident, engaged, and prepared to win. If you're serious about elevating your sales organization, book Chris. You won't regret it." — Brian Lapidus, CRO, NContracts*

# 7 Pillars of Amazing Culture

(where a better company is the outcome)

*Why culture is not an art, but a science.*

## WHO CHOOSES THIS KEYNOTE?

Corporate buyers for leadership events and large conferences.

## SUMMARY

Are you stuck figuring out where to focus (WTF) to improve engagement and performance? After years of research and countless interviews with top leaders across industries, Chris has uncovered seven key ingredients that matter in every workplace. These unconventional factors have the power to transform any culture, kick-starting productivity, performance, and profits.

In this dynamic and interactive keynote, Chris shares the seven things every leader can do better to improve culture and make a real difference, from the C-suite all the way down to new managers. Audience members will assess their effectiveness with all seven pillars of workplace culture and learn where they stand. This keynote has been shared with tens of thousands of people, averaging 4.9 out of 5 stars and comes from his bestselling book, *The Power of Company Culture*.

Seriously, WTF?! Do you make your employees' strengths stronger or improve their weaknesses? Come find out.

## LEARNING OBJECTIVES

- Uncovering the top seven things that make a difference at work
- Learning how to better budget time and effort to make improvements
- Developing a personal plan to connect with your employees and determine WTF
- Identifying tactical tips to change your culture for the better

## SEE IT IN ACTION

Event organizer testimonial: <https://www.youtube.com/watch?v=NsVxAg5bCNo>

Participant reflection 1: <https://youtu.be/gzEpp1kUCs8?si=kKeJmcOgxrgZmACm>

Participant reflection 2: <https://youtu.be/Q-Ao89VVA6g?si=fQxslHSjrnQGGxhS>

Speaking Samples: <https://www.youtube.com/watch?v=aBLw8redV1I&list=PLTb3rcuHw-qJw99VNXfi6a-ojev0KrD-Z>

More Testimonials: [https://www.youtube.com/watch?v=gzEpp1kUCs8&list=PLTb3rcuHw-qKsnmBB2\\_jHJsdHB2qOVpyP](https://www.youtube.com/watch?v=gzEpp1kUCs8&list=PLTb3rcuHw-qKsnmBB2_jHJsdHB2qOVpyP)

## BOOK CHRIS

For availability, fees, and custom keynote scoping:

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