

CHRIS DYER

Keynote Speaker | **Bestselling Author** | **Entrepreneur & CEO**

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

LEAD THE MOMENTS THAT MATTER MOST



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.

300+

KEYNOTES
DELIVERED ACROSS
21 COUNTRIES

4.9

AVERAGE
AUDIENCE RATING
OUT OF 5 STARS

5x

INC. 5000 CEO
BEFORE HE EVER
TOOK A STAGE

4

BESTSELLING
BOOKS YOUR
AUDIENCE TAKES
HOME

"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

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

Every career, every relationship, every organization has defining moments that determine its trajectory. Most people recognize these moments only in hindsight.

Chris'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.

Drawing on research, case studies from IKEA, General Motors, and MetLife, and lessons from building and selling multiple companies, Chris gives audiences a practical methodology for designing the moments that shape culture, relationships, and decisions.

WHO CHOOSES THIS KEYNOTE?

Leadership conferences, corporate retreats, association events, and personal development audiences. Leaders, managers, and cross-functional teams seeking a framework for better decisions at critical junctures.



THE WALK AWAY

- **A framework** to identify and prepare for the seven types of moments that shape outcomes
- **Tools to recognize moment signals before they pass:** somatic, resistance, and disproportionate impact signals
- **Strategies to design recognition, onboarding, and connection moments** that strengthen retention and engagement
- **A personal moments audit** they can apply immediately to leadership, relationships, and career decisions

THE SEVEN MOMENT TYPES

- | | |
|--|--|
| 1 Inception · beginnings that set the trajectory | 5 Connection · bonds formed or deepened |
| 2 Transition · crossings from one chapter to the next | 6 Truth · hard things said and heard |
| 3 Decision · forks where futures split | 7 Culmination · endings that pay everything off |
| 4 Recognition · when effort finally gets seen | |

7

MOMENT TYPES EVERY LEADER
CAN DESIGN

<1%

OF EXPERIENCES PEOPLE
REMEMBER. THAT FRACTION
DECIDES CAREERS.

2026

NATIONAL INDIE EXCELLENCE
AWARD WINNER, BUSINESS
MOTIVATIONAL

Thriving Through Relentless Change

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, plus insights from his work with 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.

WHO CHOOSES THIS KEYNOTE?

Company-wide audiences, all-hands meetings, and mixed-role groups 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.

THE OPERATING IDEA

People > Process > Tools > Technology

The hierarchy Chris built his companies on. Get the order right and change stops running the team.

3

PROVEN PILLARS:
COMMUNICATION,
COLLABORATION, REST

7

TYPES OF REST THAT SUSTAIN
ENERGY THROUGH CHANGE

2+1

RECESSIONS AND A PANDEMIC
CHRIS LED A REMOTE COMPANY
THROUGH



THE WALK AWAY

- **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

THE SEVEN TYPES OF REST

- | | |
|-------------------|--------------------|
| 1 Physical | 5 Emotional |
| 2 Mental | 6 Social |
| 3 Sensory | 7 Spiritual |
| 4 Creative | |

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

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. 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.

The outcomes: shorter deal cycles, stronger executive conversations, protected margins on pricing, and pipeline built through smarter selling.

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 and leadership.

"The overwhelming response was that attendees walked away more confident, engaged, and prepared to win."

BRIAN LAPIDUS · CRO · NCONTRACTS



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

THE FIVE FIELD-TESTED MOVES

- 1 **One-Size-Fits-One Selling** · read the buyer, adapt live
- 2 **Credibility & Fluency** · partner, not vendor
- 3 **Ladder of Abstraction** · strategy or tactics, on cue
- 4 **Sensemaking Seller** · guide buyers through the mess
- 5 **Price & Closing Confidence** · hold margin, close clean

87%

OF SALES TRAINING IS FORGOTTEN WITHIN A MONTH. THIS STICKS.

5

THINKING SHIFTS THAT ADAPT TO HOW YOUR REPS ALREADY SELL

20

YEARS SELLING NATIONAL ACCOUNTS AS A FIVE-TIME INC. 5000 CEO

7 Pillars of Amazing Culture

Why culture is not an art, but a science. 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 transform culture, kick-starting productivity, performance, and profits.

In this interactive keynote, Chris shares the seven things every leader can do better, from the C-suite all the way down to new managers. Audience members assess themselves against all seven pillars, live in the room. This keynote 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.

WHO CHOOSES THIS KEYNOTE?

Corporate buyers for leadership events and large conferences. Any room where the people listening own a team, a department, or a company.



THE WALK AWAY

- **The top seven things** that make a difference at work, uncovered and explained
- **A clear read on where to budget time and effort** to make improvements that stick
- **A personal plan** to connect with employees and determine where to focus
- **Tactical tips** to change their culture for the better

THE SEVEN PILLARS

- | | |
|--|---|
| 1 Transparency · open the books, open the door | 5 Uniqueness · hire and honor what's different |
| 2 Positivity · build on what already works | 6 Listening · leaders talk last |
| 3 Measurement · know the numbers, share them | 7 Mistakes · make failure safe to name |
| 4 Acknowledgement · catch people doing it right | |

7

PILLARS EVERY LEADER CAN MEASURE AND IMPROVE

15

"BEST PLACE TO WORK" AWARDS AT THE COMPANY WHERE THE PILLARS WERE BUILT

4.9

AVERAGE RATING FROM TENS OF THOUSANDS OF ATTENDEES

Beyond the Prompt: Building Your Personal AI System

Most people use AI one way: open a chat, ask a question, get an answer, repeat. The licenses get bought, adoption stalls, and nobody can point to what changed.

Every person in your company now faces the same three questions. Where should I actually use AI? What parts of my work need to be redesigned around it? And when can I trust what it gives me? Most people are answering none of them.

Chris answers all three with receipts. He opens his own daily stack on screen and shows how he runs a business on AI systems he built without writing a line of code, then installs the Five Upgrades that separate an AI user from an AI operator. Roles are being redesigned by this technology either way. This session is how your people hold the pen.

WHO CHOOSES THIS KEYNOTE?

Leaders who bought the AI licenses and watched usage flatline. Sales, marketing, operations, and HR teams being told to use AI without being shown what to do past the chat window. Association and conference audiences that want something to use Monday, not another forecast. No technical background required.



THE WALK AWAY

- **The delegate-vs-own audit:** a working map of where AI creates value in your role and what stays human
- **One scheduled task,** built during the session and running by tomorrow
- **A starter prompt library template** that ends repeat work
- **The three-question verification checklist** that makes AI output safe to act on
- **A one-page desk sheet** holding all of it, ready to distribute internally

THE FIVE UPGRADES

- 1 **Stop chatting, start building** · systems, not sessions
- 2 **Feed it your context** · your voice, your data, your standards
- 3 **Schedule it** · work that runs while you sleep
- 4 **Chain it** · one output becomes the next input
- 5 **Delegate deliberately** · know exactly what stays human

5

UPGRADES THAT TURN AN AI USER INTO AN AI OPERATOR

2018

THE YEAR CHRIS STARTED BUILDING WITH AI, LONG BEFORE THE CHAT WINDOW

1

SCHEDULED TASK EACH ATTENDEE BUILDS, RUNNING BY TOMORROW

SEE IT IN ACTION

Watch Chris on stage



Speaking Samples

Full keynote clips and sizzle reel



Video Testimonials

Organizers and attendees, on camera



Full Speaking Page

Topics, one-sheets, and press kit

SCAN WITH YOUR PHONE CAMERA, OR TAP ANY CARD IN THIS PDF

BOOK CHRIS

Check dates and availability

For availability, fees, and custom keynote scoping. Shannyn manages Chris's calendar and can confirm within one business day. Tell her about your event and audience, and she will take it from there.

Shannyn Downey

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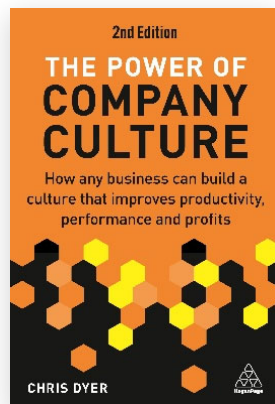
Press kit: chrisdyer.com/press

YouTube: youtube.com/@ChrisDyer



WINNER, BUSINESS
MOTIVATIONAL

2026 NATIONAL INDIE
EXCELLENCE AWARDS



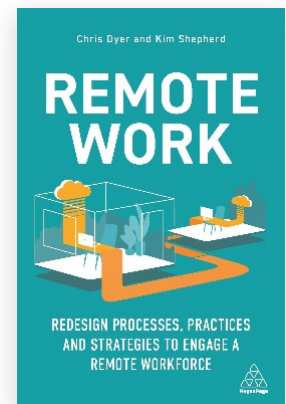
TOP 10 HR BOOKS OF ALL
TIME

BOOKAUTHORITY



TOP 10 HR AUDIOBOOKS
OF ALL TIME

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BEST NEW COMPANY
CULTURE BOOKS

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