

CHRIS DYER x KEYNOTE

# 7

THE CULTURE KEYNOTE

## 7 Pillars of Amazing Culture

Why culture is not an art, but a science. The seven ingredients that kick-start productivity, performance, and profits, from the keynote shared with tens of thousands of people.

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|          |                                |
|----------|--------------------------------|
| FORMAT   | <b>Keynote or workshop</b>     |
| LENGTH   | <b>45–90 minutes</b>           |
| DELIVERY | <b>In person or virtual</b>    |
| AUDIENCE | <b>C-suite to new managers</b> |
| OUTCOME  | <b>A better company</b>        |
| SPEAKER  | <b>Chris Dyer</b>              |

BOOKING THROUGH **6 DEGREES SPEAKER MANAGEMENT**



# Stuck figuring out where to focus? (WTF?)

Most leaders know their culture could be better. Almost none can name which lever to pull first. After years of research and countless interviews with top leaders across industries, Chris 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 interactive keynote, Chris shares the seven things every leader can do better, from the C-suite all the way down to new managers.

The audience works, not just listens. Every attendee assesses their own effectiveness against all seven pillars and leaves knowing exactly where they stand and where to focus first. Do you make your employees' strengths stronger, or improve their weaknesses? They find out in the room.

The keynote comes from Chris's bestselling book *The Power of Company Culture* and the fifteen "Best Place to Work" awards he won while running the company where the pillars were built. This has been shared with tens of thousands of people and averages 4.9 out of 5 stars.

## What your team will walk away with

- **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, starting the same week



# 7

PILLARS EVERY LEADER CAN  
MEASURE AND IMPROVE

# 15

"BEST PLACE TO WORK"  
AWARDS WON RUNNING THE  
PILLARS

# 4.9

AVERAGE AUDIENCE RATING  
OUT OF 5 STARS

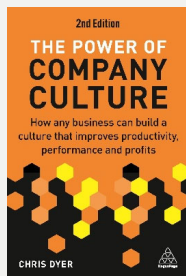
# Who chooses this keynote?

Corporate buyers for leadership events and large conferences. It fits any room where the people listening own a team, a department, or a company, because every pillar scales from a three-person crew to a global org chart.

Planners pick this one when the goal is a better company, and when the audience has heard enough culture talks that stop at "culture matters." This one hands them the science and the scorecard.

## THE SEVEN PILLARS

- |                   |              |
|-------------------|--------------|
| 1 Transparency    | 5 Uniqueness |
| 2 Positivity      | 6 Listening  |
| 3 Measurement     | 7 Mistakes   |
| 4 Acknowledgement |              |



## THE BOOK BEHIND THE KEYNOTE

**The Power of Company Culture** was named one of the Top 10 HR Books of All Time by BookAuthority. Bulk copies for attendees can be added to any booking.



*"I see my team, their needs, and their potential in a brand new light."*

LAUREN WILSON ·  
SENIOR DIRECTOR OF  
HUMAN RESOURCES

## BRING THIS TO YOUR EVENT

### Check dates and availability

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

### Shannyn Downey

Speaker Manager, 6 Degrees Speaker Management

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6degreespeakers.com ·  
chrisdyer.com/speaking

Best,

**Chris Dyer**

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