

CHRIS DYER x KEYNOTE

THE FLAGSHIP KEYNOTE

Moments That Matter

See, Shape, and Scale What Counts. The keynote from Chris's bestselling book that teaches leaders to spot their defining moments before they pass, and design the ones that count.

LEAD THE
MOMENTS THAT
MATTER MOST



FORMAT

Keynote or workshop

LENGTH

45–90 minutes

DELIVERY

In person or virtual

AUDIENCE

Leaders, managers, teams

OUTCOME

Motivation

SPEAKER

Chris Dyer

BOOKING THROUGH **6 DEGREES SPEAKER MANAGEMENT**

Most people see their defining moments only in hindsight.

Every career, every relationship, every organization has defining moments that determine its trajectory. People remember less than 1% of their experiences, and that fraction shapes everything that follows.

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.

He 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.

The audience does the work in the room. Everyone runs their own moments audit against a real upcoming decision, conversation, or milestone, so the framework leaves the ballroom already applied to something that matters to them.

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
- **A personal moments audit** they can apply immediately to their leadership, relationships, and career decisions



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TYPES OF MOMENTS THAT
SHAPE OUTCOMES

<1%

OF EXPERIENCES PEOPLE
REMEMBER. THAT FRACTION
DECIDES CAREERS.

4.9

AVERAGE AUDIENCE RATING
OUT OF 5 STARS

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.

Planners pick this one when the brief says motivation. It sends people out of the room seeing their next quarter, their next hire, and their next hard conversation as moments they can design instead of things that happen to them.



THE BOOK BEHIND THE KEYNOTE

Moments That Matter: See, Shape, and Scale What Counts (March 2026) is Chris's fourth bestseller and winner of the 20th Annual National Indie Excellence Award, Business Motivational category.

Bulk copies for attendees can be added to any booking, signed and shipped ahead of the event.



"Not all moments are created equal."

CHRIS DYER · MOMENTS THAT MATTER

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

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Best,

Chris Dyer

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