

Matthew Syed

Writer, Broadcaster and Thought Leader

Matthew Syed is one of the world's most influential thinkers in the field of high performance and cultural change and has worked with many leading organisations to build a mindset of continuous improvement. He is the author of 3 best-selling books on the science of performance – *Bounce* (2010), *Black Box Thinking* (2015) and *You Are Awesome* (for children – 2018). Matthew Syed is a multi-award winning columnist for *The Times* and regular TV and radio broadcaster.

Matthew Syed's work explores a thought-provoking approach to high performance in the context of a complex and fast-changing world. He draws on a vast array of case studies and real-world examples across sport, business, education and politics. He looks at the inside story of how success really happens – and how we cannot grow unless we are prepared to learn from our mistakes.

His cutting-edge thought leadership programme and digital learning tools are becoming a catalyst for real and lasting change within business and the public sector. Matthew also works very closely with the education sector to help improve mindsets in schools and young people.

By understanding the intimate connection between mindset and high performance, organisations can unlock untapped potential in individuals and teams, driving innovation and agility to secure a future-proofed environment.

These are Matthew Syed's Core Principles for Accelerating Cultural Change:

- Lead as a Cultural Architect as well as a Strategic Path Finder
- Build the single biggest predictor of success – People Skills
- Apply Confidence at execution and Humility at evaluation

Matthew recently interviewed Satya Nadella, CEO of Microsoft, who since taking the helm in 2014, successfully transformed his culture from 'know it alls' to 'learn it alls'. As a result, he's respectfully grown market cap by \$250billion.

In his previous career, Matthew was the former England table tennis number one for almost a decade. Nowadays Matthew is a multi-award-winning journalist for *The Times*, a highly-acclaimed speaker, and a regular contributor to radio and television. Matthew is also a member and co-founder of the Greenshaw Learning Trust and Greenhouse Sports, as well as an ambassador for the PiXL Educational Foundation. He is the author of five bestselling books on the subject of mindset and high performance – *Bounce*, *Black Box Thinking*, *The Greatest* and his acclaimed children's books, *You Are Awesome* and *The You Are Awesome Journal*.