

## Matthew Syed

Writer, Broadcaster and Thought Leader

Matthew Syed is an author and highly acclaimed speaker in the field of high performance. He has written six best-selling books on the subject of mindset and high performance – Bounce, Black Box Thinking, Rebel Ideas, The Greatest, and his celebrated children's books, You Are Awesome and The You Are Awesome Journal – and has worked with many leading organisations to build a mindset of continuous improvement. He is also a multi-award-winning journalist for The Times and a regular contributor to television and radio. In his previous career, Matthew was the England table tennis number one for almost a decade.

In his most recent best seller – Rebel Ideas: The Power of Diverse Thinking - Matthew argues that individual intelligence is no longer enough to solve today's complex problems; to truly succeed we must harness the power of 'cognitive diversity'. Rebel Ideas uncovers the best-kept secrets of the world's most successful teams, bringing insights from psychology, anthropology and data science, whilst drawing on a dazzling range of intriguing case-studies.

Matthew's work explores a thought-provoking approach to high performance in the context of a complex and fast-changing world. 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. A TEDx video of Matthew speaking about growth mindset can be viewed on YouTube.

Matthew is also co-founder of Matthew Syed Consulting (MSC); the company has worked with an impressive portfolio of clients to build growth mindset cultures and drive higher performance in individuals, teams and organisations. Matthew Syed Consulting's 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. He is an active founding member of the charity Greenhouse Sports and an ambassador for the PiXL Educational Foundation.

In early 2021, Matthew released the Sideways podcast, on BBC Radio 4. The series explores the ideas that shape our lives with stories of seeing the world differently.