



Matthew Syed

AUTHOR · JOURNALIST · MEDIA PERSONALITY · TEDX SPEAKER

Award-winning journalist, author and broadcaster



About:

- **Gender:** Male
- **Languages:** English
- **Travels from:** United Kingdom

Engagement Types:

- After Dinner Engagement
- Panel Participation
- Speaking

Topics:

- Business Strategy & Growth
- Future of Work
- Innovation & Digital Transformation
- Leadership & Management
- Motivation and Inspiration
- Organizational Culture
- Remote Team Management
- Team Leadership

Biography Highlights

- Matthew Syed is one of the world's most influential thinkers in the field of high performance and cultural change.

Biography

About Matthew Syed

Matthew Syed is an author and highly acclaimed speaker in the field of high performance. He has written seven 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, *What Do You Think?*, *You Are Awesome and Dare To Be You* – 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 *The Sunday Times* and presenter of the popular BBC Radio 4 programme, *Sideways*, currently in its sixth series. Matthew is a regular contributor to television and radio and, in his previous career, 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

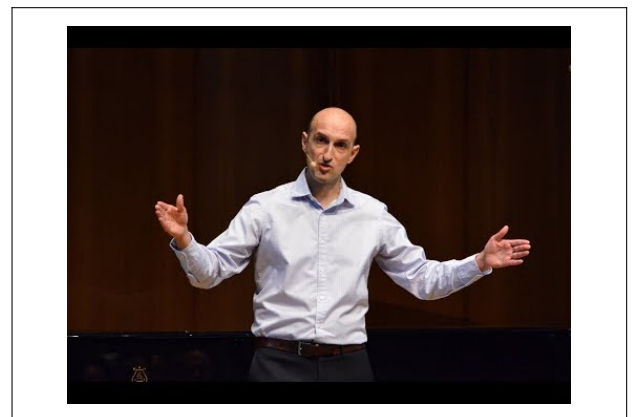
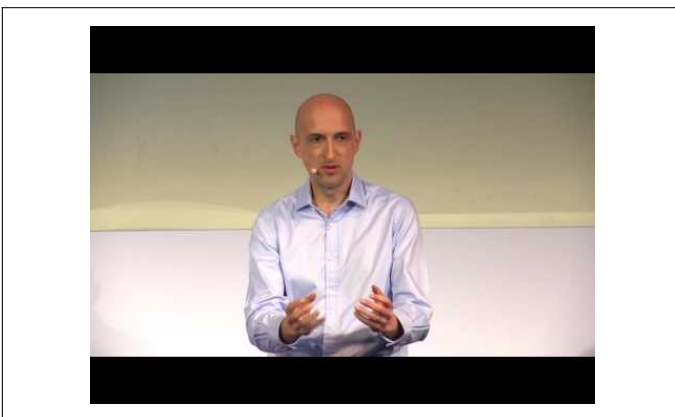
world's most successful teams, bringing insights from psychology, anthropology and data science, whilst drawing on a dazzling range of intriguing case-studies.

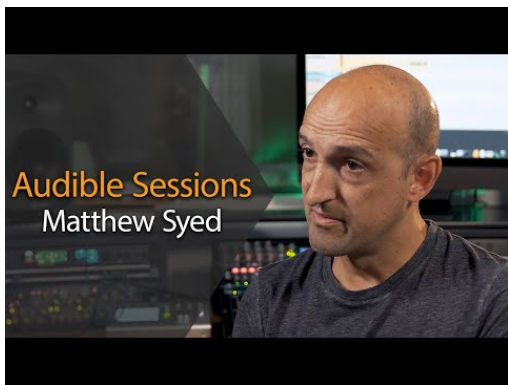
Matthew's work explores a thought-provoking approach to high performance in the context of a complex and fast-changing world. By understanding the intimate connection between mindset and high performance, organisations can unlock untapped potential in individuals and teams, driving innovation and agility 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.

Videos





Matthew's Topics

Change management and corporate culture

Available: Virtually

Testimonials

“

An outstanding speech that transformed the perspective of coaches and players alike. Our young players have been talking about it ever since.

Steve Bould
Arsenal FC

“

Matthew Syed is a fabulous speaker with superb ideas. He challenges and inspires in equal measure.

Michael Sherwood
Chief Executive
Goldman Sachs International

“

Always interesting and insightful; often provocative; never dull. One of the most impactful speakers I have ever encountered.

Julian Thomas
Master
Wellington College

“

A wonderful speech delivered to 1000 senior executives. Matthew's messages are powerful and thought-provoking – and they have become central to the strategy of our business.

Norman Pickavance

HR Director
Morrisons

“

Very good speaker – provocative and articulate. It forced me to reflect on how I approach development within my team. I have continued to think on this after the event which I think shows how impactful it was.

Hana Searson

Director
Barclays

“

The best speech of its kind I have ever heard. It inspired, entertained and informed in equal measure.

David Richardson

The Atlantic Group

Books

REBEL IDEAS

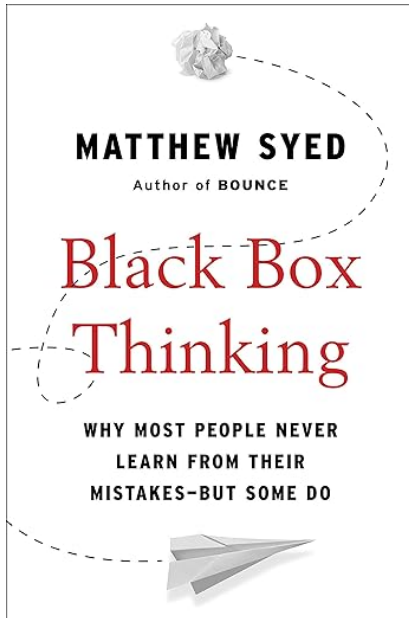
THE POWER OF
DIVERSE THINKING

MATTHEW SYED

Rebel Ideas: The Power of Diverse Thinking

Ideas are everywhere, but those with the greatest problem-solving, business-transforming, and life-changing potential are often hard to identify. Even when we recognize good ideas, applying them to everyday obstacles—whether in the workplace, our homes, or our civic institutions—can seem insurmountable. According to Matthew Syed, it doesn't have to be this way.

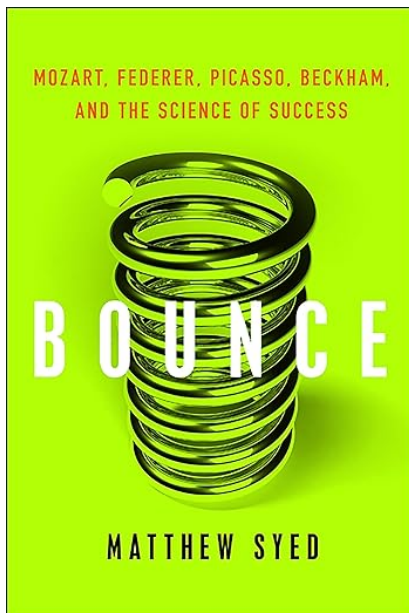
[BUY THE BOOK](#)



Black Box Thinking: Why Most People Never Learn from Their Mistakes--But Some Do

We all have to endure failure from time to time, whether it's underperforming at a job interview, flunking an exam, or losing a pickup basketball game. But for people working in safety-critical industries, getting it wrong can have deadly consequences. Consider the shocking fact that preventable medical error is the third-biggest killer in the United States, causing more than 400,000 deaths every year. More people die from mistakes made by doctors and hospitals than from traffic accidents. And most of those mistakes are never made public, because of malpractice settlements with nondisclosure clauses.

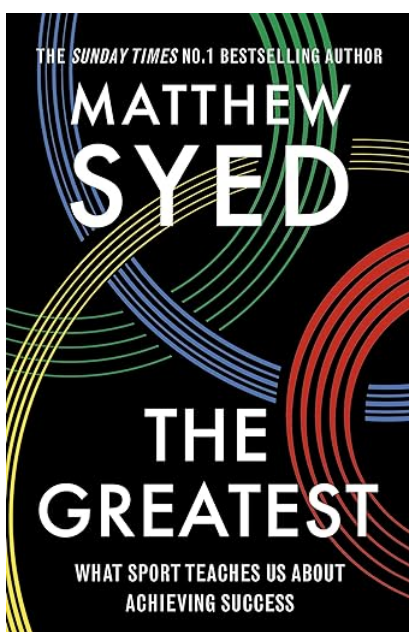
[BUY THE BOOK](#)



Bounce: Mozart, Federer, Picasso, Beckham, and the Science of Success

Few things in life are more satisfying than beating a rival. We love to win and hate to lose, whether it's on the playing field or at the ballot box, in the office or in the classroom. In this bold new look at human behavior, award-winning journalist and Olympian Matthew Syed explores the truth about our competitive nature—why we win, why we don't, and how we really play the game of life. Bounce reveals how competition—the most vivid, primal, and dramatic of human pursuits—provides vital insight into many of the most controversial issues of our time, from biology and economics, to psychology and culture, to genetics and race, to sports and politics.

[BUY THE BOOK](#)



The Greatest: The Quest for Sporting Perfection

Matthew Syed, the 'Sports Journalist of the Year 2016', answers these questions and more in a fascinating, wide-ranging and provocative book about the mental game of sport. How do we become the best that we can be, as individuals, teams and as organisations? Sport, with its innate sense of drama, its competitive edge, its psychological pressures, its sense of morality and its illusive quest for perfection, provides the answers.

[BUY THE BOOK](#)

Speaker Bureaus And Talent Agencies

Matthew Syed is available to book via these agencies

✔ **Recommended**



Speaking Agency