



Matthew Syed

Book Matthew Syed for high-impact keynotes on learning from failure, diverse thinking and culture. A former England table-tennis champion and award-winning journalist, he is the bestselling author of *Black Box Thinking*, *Rebel Ideas* and *Bounce*, and presents BBC Radio 4's *Sideways*. Practical, research-backed tools your teams can apply immediately.

KEY TOPICS

- Growth mindset and building a learning culture
- The power of cognitive diversity
- Psychological safety and accountability
- Innovation and continuous improvement
- Marginal gains and performance habits
- Leadership and high-performing teams

BIOGRAPHY

Matthew Syed: Mastering the Art of High Performance

Matthew Syed is a distinguished author and highly acclaimed speaker specialising in mindset, culture, and performance. His keynotes translate research into simple tools that help individuals and organisations learn faster and improve results.

Prolific Author and Insightful Thinker

Matthew has penned seven bestselling books, including *Bounce*, *Black Box Thinking*, *Rebel Ideas*, and *The Greatest*. His children's titles include *What Do You Think?*, *You Are Awesome*, and *Dare To Be You*, each designed to build confidence and critical thinking.

In *Rebel Ideas: The Power of Diverse Thinking*, he shows how cognitive diversity solves complex problems, drawing on psychology, anthropology, and data science, and illustrating the ideas with compelling case studies.

Renowned Journalist and Broadcaster

Matthew is a multi-award-winning journalist for *The Times* and *The Sunday Times* and presents the BBC Radio 4 programme *Sideways*. He is a regular contributor to television and radio.

England's Table Tennis Prodigy

Before embarking on his journey as an author and speaker, Matthew had a successful career in sports, representing England as the number one table tennis player for nearly a decade.

Advocate for Growth Mindset and Continuous Improvement

Matthew's work is pivotal for organisations striving for a future-proofed environment, encouraging a mindset of continual improvement and innovation. He emphasises the close connection between mindset and high performance, aiding organisations in unleashing untapped potential within their teams. Matthew is also the co-founder of Matthew Syed Consulting (MSC), an entity recognised for driving higher performance within diverse teams and organisations. MSC's thought leadership programmes and digital learning tools have been instrumental in instigating tangible, enduring change within the business and public sectors.

Devotion to Education and Youth Development

With a firm belief in the transformative power of the right mindset, Matthew is closely involved with the educational sector, aiding in fostering growth mindsets among the youth. He is a founding member of the charity Greenhouse Sports and serves as an ambassador for the PiXL Educational Foundation. Matthew's dedication to youth development and education is evident in his endeavours to improve mindsets in schools and amongst the youth, ensuring a robust foundation for the leaders of tomorrow.

Explore Transformative Insights with Matthew Syed

Discover the profound insights and groundbreaking ideas of Matthew Syed, a master of high performance and diverse thinking. Embark on a journey of transformation and empowerment with Matthew's revolutionary thoughts, helping your organisation or team unlock uncharted territories of potential and innovation. Embrace the chance to elevate your perspective with Matthew Syed's pioneering thoughts. Click [here](#) to book Matthew Syed, the expert on high performance and diverse thinking, and embark on a transformative journey to success and innovation.

WHAT PEOPLE SAY

"One of the best keynote speakers I have ever listened to! Thought-provoking content, constant audience interaction, and a needed reminder, that we should be a 'learn-it-all' and not a 'know-it-all'!"

— Jo Rodgers, Marketing Director, EMEA & APAC - Accrument

"A gripping read, full of intelligence and perspective."

— James Dyson, Dyson

"It highlights the need for a growth mindset in life...It advocates for changing attitudes towards failure, and understanding that the only way we learn is by trying things and altering our behaviour based on the results."

— Richard Branson, Virgin Group