

ANDREW SYKES

Transforming Leaders & Sales
Professionals Into Magnetic
Trusted Advisors

Media Kit





BE MORE TRUSTWORTHY

Andrew Sykes inspires and guides leaders and sales professionals to become magnetic trusted advisors.

Andrew is the founder and CEO of Habits at Work, an experiential sales training company on a mission to make sales the most trustworthy profession on the planet by empowering sellers to practice and embody the mindsets, skills, and habits that build and maintain customer trust.

Andrew is a Lecturer of Entrepreneurship at Northwestern University's Kellogg School of Management and part of the Kellogg Sales Institute Executive Education Team where he teaches the award-winning course "Entrepreneurial Selling."

Andrew has been a salesperson, entrepreneur, speaker, and behavior change expert for 30 years, having begun his career by building one of South Africa's largest healthcare consulting companies. As a world-renowned expert on habits, Andrew co-authored *The 11th Habit*, distilling the work of the organization he founded – the Behavioral Research and Applied Technology Laboratory (BRATLAB) – which seeks to understand which habits really matter for sustained high performance, competitive differentiation, trust building, and organizational growth, and how to help people to practice those habits.

andrewsykes.com

Organizations Around the Globe Hire Andrew to Speak

“Andrew uses brilliant storytelling and framing of ideas/concepts. Thanks for taking the time to bring the right energy.”

— eBay

“Listening to Andrew today made me fall in love with sales all over again!”

— Sales Assembly

“Loved Andrew. Very authentic and real. He is able to laugh at himself and that makes people feel comfortable.”

— Abbvie

“Andrew did a great job and I love his energy. Thank you for helping us to look at our roles differently and giving me the motivation to do things differently.”

— Microsoft





The Responsible Promise Habit

How to Be the Most Trustworthy Leader, Salesperson, or Human You Know!

How can you build trust in record time, even in the toughest of situations? In this talk, we'll dive into your secret weapon for building and maintaining trust with others: the responsible promise habit.

We'll explore:

- The trust problem that most people don't know they're facing (and how to close the trust gap)
- How to build trust in record time, even in the toughest of situations
- How to make responsible promises (and why they are your secret weapon for building and maintaining trust with others)



You Are Your Habits

How to Become a Magnetic, Trustworthy Human Being

Using powerful stories, we'll explore the high-impact habits that will transform you into a magnetic, highly trustworthy human being so you can build deep and lasting customer relationships. After hearing this talk, you will understand how to design your habits so you can stop running on default and have more choices for how you show up for your team and your customers.

This talk typically brings three habits to life: giving and receiving feedback, listening with empathy, and posing the right questions. It can be customized to focus on alternative habits, such as presenting yourself, sharing stories, personal origin stories, or asking customers for feedback.



Create & Share Moving Stories

The Power of Storytelling for Leadership & Sales

Stories are a powerful tool for creating change – in the way we see the world, in the actions we take, and in the goals that we pursue. Most salespeople believe the job to be done by stories in sales is to create likeability, to entertain, or to persuade. As a result, the stories they tell are ABOUT customers or told TO customers.

This talk can be customized to focus on:

- How to craft a compelling personal origin story that instantly builds trust
- Sharing stories for competitive differentiation, navigating objections, or negotiation
- How to invite your customers into stories, inspiring them to take action



Lead Creative Conversations

Build Trust by Harnessing the Creative Power of Conversations

The conversations you are having with your customers deserve an upgrade.

Many people think that conversations are simply ABOUT something. While conversations can be about something, they also have the potential to be much MORE than that. Conversations are a creative force that inspire and create the possibility for all of the actions and all of the progress that occurs in the world.

In this talk, we'll explore the power of leading Creative Conversations and we'll look at three different conversation types: Reconnaissance, Pathway, and Milestone.



Custom Talks & Workshops

All of Andrew's signature talks are delivered as 60-minute keynotes, however, they can be customized to fit your time slot.

If you're interested in customizing the format or length of a signature talk, or if you'd like to collaborate with Andrew to build a talk from scratch, please reach out to coordinate.

Fast Facts

LinkedIn Followers

23,000 +

Speaking Experience

30 years

Presentations Delivered In

20 countries

Podcasts/TV/Radio Appearances

100 +

Keynotes Delivered

1,800 +

Lives Changed

100k +

“I’ve been lucky enough to sell, lead sales teams, and teach sales skills on six continents over the last 30 years. In all that time, across all those different cultures, one thing stood out to me: sales is a game of trust! The problem is, much of what we’re taught as salespeople, leaders, and humans works to erode trust. We decided to do something about that. Habits at Work helps leaders and sellers become more trustworthy. In fact, we’re on a mission to make sales the most trustworthy profession on the planet.”

Work with Andrew

Looking for an engaging speaker or facilitator?

Hosting a webinar or podcast and need an expert?

Want Andrew to contribute to your blog or publication?

Whether you’re looking for a 45-minute keynote for your conference or a multi-day workshop for your team, Andrew can deliver.

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