

# YESSS! Making change simple and effective

## A pragmatic and inspiring keynote to accelerate behaviour change in your organisation

In today's fast-changing environment, one thing remains constant: organisations don't change—people do. But influencing behaviour, building engagement, and creating momentum for change is easier said than done. Many change initiatives fail not because of bad intentions, but because they're too complex, too abstract, or simply too overwhelming.

YESSS! is a powerful keynote designed to tackle that challenge head-on. With a blend of behavioural science, creative thinking, and a touch of humour, this session empowers leaders, HR professionals, and internal communication experts to guide people through change in a way that feels simple, human, and effective.

Rather than overwhelming people with top-down plans, YESSS! focuses on how to:

- spark a shift in mindset,
- translate strategy into daily behaviours,
- and build the energy and ownership needed to make change stick.

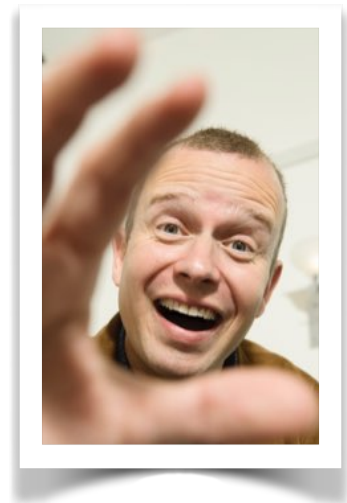
The session is interactive, engaging and refreshingly down-to-earth. It's packed with vivid metaphors, practical tools and real-world examples that speak directly to professionals working on transformation, culture change, or leadership development.

Whether you're preparing for a new strategy roll-out, culture shift, or behavioural change program, this keynote delivers the mindset and method to make change work in your context.



## Cyriel Kortleven - Making Change Simple

For more than 20 years, Cyriel Kortleven has been inspiring organisations like IKEA, NASA and Unilever to approach Change with courage, confidence and enthusiasm. His pragmatic advice has earned him the nickname The Simplifier. In an increasingly complex world, we need new simple perspectives to enable us to navigate uncertainty and to turn problems into opportunities.



Be ready for practical tips & tools to help you as a leader drive behavioural change. Your audience will be armed with new language and a boost of energy to transform the fear of change into a positive attitude towards the goals you want to achieve. Cyriel uses interaction and humour to create a context where people think and feel differently to reignite their appetite for creativity, taking risks and achieving ambitious results.

Don't mind the change. Change your Mind.

More than 345+ recommendations on [Cyriel's LinkedIn profile](#).



## Contact

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