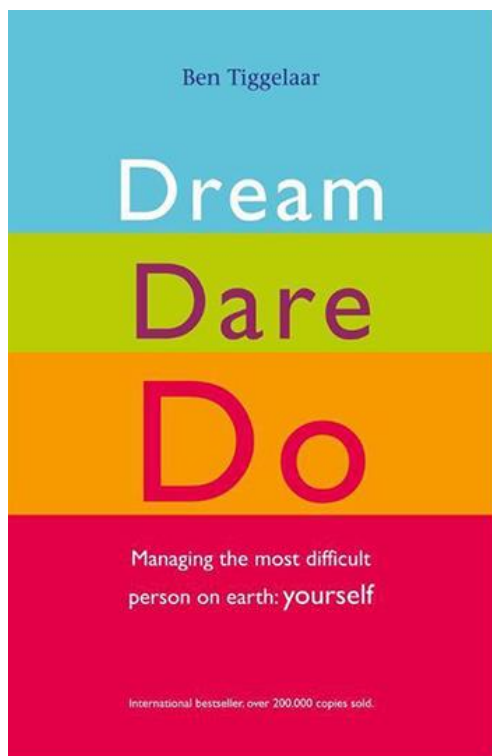


SANTASADŌ

Dr. Ben Tyler - Dream Dare Do

Managing the most difficult person on earth: yourself

LEADERSHIP | PERSONAL DEVELOPMENT



What is needed to take the step from dreaming, to daring, and doing? Ben Tyler provides clear answers, based on sound behavioral research, yet very practical and fun.

- Why do we find it so hard to change?
- What determines 95% of your behavior (without you noticing it)?
- How do you develop new, effective habits successfully?

Everybody has dreams related to work, relationships, health, personal development...

But what is needed to change the phase of dreaming, into daring and – finally – into doing? What is the secret of real, permanent change?

Ben Tyler gives clear answers. Based on current psychological insights, practical experience and personal stories of people who have learned – with ups and downs – to manage themselves.

Published in 2005, latest reissue published in 2020 | Paperback | 196 pages | ca. 41,000 words

- Over 450,000 copies sold, #1 Bestseller in the Netherlands
- Full English translation available
- English and Dutch editions published by TRP



ABOUT THE AUTHOR

Dr. Ben Tyler is a best-selling author, international speaker, and behavioral scientist. He has been studying leadership, behavior, and change for more than thirty years.

Best-selling author

- Eight of Ben's books have topped the Dutch Management top 100.
- Ben writes a weekly column for Dutch national newspaper *NRC* and hosts a weekly radio show on Dutch national radio station BNR.

International speaker

- Ben is regarded as one of the top speakers and teachers in his field and has delivered seminars all over the world.
- He is a visiting professor at IE Business School, one of the top-ranking business schools in Europe (according to the *Financial Times*, *The Economist*, *Forbes*, and *Business Week*).
- He has also given guest lectures at, among others, Harvard University, Nyenrode Business University, Rotterdam School of Management, and Vlerick Business School.

Behavioral scientist

- Ben has a Master's degree in Communication studies from the University of Amsterdam.
- He earned his Ph.D. in Economics and Business Studies at VU University Amsterdam, conducting field studies on behavioral change in organizations.
- After this, he studied at Harvard University and University College London.

TABLE OF CONTENTS

Acknowledgments

Foreword: Dream, Dare, Do

The most difficult person on earth to deal with: you

What you do not know that you do (but do anyway)

'Surprise': losses count double

Changing in phases: Dream, Dare, Do

Dream: deciding on your direction

Dream: and now for real...

Dare: knowing your moments of crisis in advance

Dare: controlling difficult moments

Do: starting with ups and downs
Do: finishing with persistence

Epilogue

Dream, Dare, Do test
Literature
About Ben Tyler

RECOMMENDATIONS

'Ben Tyler deeply cares about the challenges we face in becoming better leaders, in changing our lives and in making a real contribution. Ben's unique talent is his ability to translate sound scientific research into inspirational, practical advice.'

Dr. Stephen R. Covey

'Ben Tyler doesn't just inspire you to *Dream, Dare, Do*—he also teaches you skills and techniques that can turn your good intentions into reality.'

Dr. Ken Blanchard

'Ben Tyler is an inspiring trainer and writer in the field of human behavior and change. You will find his books and ideas extremely practical, very realistic and fun to read!'

Dr. Marshall Goldsmith

