

SANTASADŌ

Dr. Ben Tyler - This Is Your Year!

12 powerful lessons in personal change

LEADERSHIP | PERSONAL DEVELOPMENT



This Is Your Year! is the follow-up to the international bestseller *Dream Dare Do*, inspiring, practical and super motivational!

- Make these next twelve months your year!
- Set personal goals that will motivate you for a long time.
- Learn smart techniques for the step from dreaming to doing.

Every year, millions of people want to give both their work and private lives a positive impulse. Many people fail, but some do succeed. What are they doing differently, what does research teach us?

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- Over 100,000 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 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

- 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.

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Twelve powerful lessons in personal change, The direction + action model
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About Ben Tyler

RECOMMENDATIONS

'Pervasive lessons in personal change.'

Algemeen Dagblad

'All things considered, a calm and matter of factly book.'

de Volkskrant

'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

