

TERRY BEAN

FEATURED SPEAKING TOPICS



1. Behave Intelligently

We do not need to be locked into one way of showing up.

This keynote introduces audiences to the idea of behavioral intelligence: the ability to understand what a situation calls for and adapt accordingly. Using the BE framework, Terry helps people recognize their default patterns, understand the needs of others, and choose behavior that creates better outcomes.

Audience Leaves With: A practical understanding of behavioral intelligence and how it influences communication, leadership, and performance; Greater awareness of their own default behavioral patterns and when to adapt them for better results; Actionable tools for understanding others, navigating different situations, and choosing behaviors that strengthen relationships and outcomes.

Best for: Leadership conferences, sales meetings, team development, association events, employee engagement, professional development.

2. Meet People Where They Are

One-size-fits-all leadership left town around the same time as the Backstreet Boys.

This session helps leaders understand why different people need different approaches. Terry shows how behavioral awareness helps managers, executives, and team leaders communicate more effectively, build trust faster, and bring out the best in different people.

Participants learn how to stop leading from assumption and start leading with awareness, adaptability, and connection.

Audience Leaves With: A deeper understanding of how different behavioral styles influence motivation, communication, and engagement; Practical strategies for adapting their leadership approach to better support and connect with diverse team members; Tools to build trust, strengthen relationships, and create an environment where people can do their best work.

Best for: Managers, emerging leaders, executive teams, HR audiences, association events, leadership development programs.

3. The Relatability Factor

People do business with people they know, like, trust, and understand.

This talk explores how self-awareness, communication, and connection shape our ability to build meaningful relationships. Terry helps audiences understand how to become more relatable without becoming less authentic.

Using stories, practical examples, and the BE framework, this session shows how relatability impacts trust, influence, sales, leadership, culture, and everyday human connection.

Audience Leaves With: A clearer understanding of how relatability influences trust, influence, and professional relationships; Practical ways to increase self-awareness and adjust communication without losing authenticity; Actionable strategies for building stronger connections that improve sales, leadership impact, and collaboration.

Best for: Sales teams, entrepreneurs, business development groups, conferences, networking organizations, leadership audiences.