



Javier Bajer

Cultural architect, [author](#) & international keynote speaker

Javier Bajer is one of the foremost specialists in behavioural change around [leadership](#) and culture – in effect a cultural architect. He has [inspired](#) thousands of people and businesses around the world to change the unchangeable. He has even worked with several world-leading cities to successfully drive measurable behavioural change.

Javier's biography

Javier Bajer's background

A cognitive psychologist by training, Javier began his career at Accenture, where he later left to set up the Talent Foundation. He has since worked with boards from the World Economic Forum and a range of world-leading companies, before returning to the Talent Foundation as CEO.

Believing in the ability to create a change in human behaviour, so as to inspire trust, and work efficiently as a team, which will lead to an increase [employee engagement](#) or improvement in commitment over a short period of time, Javier works tirelessly to highlight ways in which real change can occur. He combines a deep understanding of behavioural [economics](#) with over 20 years leading real change inside organisations.

[Leadership](#) or Victimship? and How to Change Our [Culture](#) in 100 Days, are just two of the topics Javier addresses for teams either embarking on a period of significant change or teams who need to create a significant cultural change for a new business strategy to work. He currently advises a wide-range of organisations on the development of their cultures: from HSBC to Buckingham Palace.

Javier's talks

- **Profit on Purpose: Meaning that Makes Money**

Finding a sense of purpose at work is essential for people—and for profit. Most of us work for more than 50% of our waking hours for over 50 years of our lives. Instead of trading purpose for earnings, I'll show you how profit is not a purpose, but a direct metric of your impact

- **Change Culture, Fast: Turning Good Intentions into Great Behaviours**

Believe it or not, but cultural issues are getting in the way of your business's strategy. This is a workshop for top teams who are interested in rethinking their culture. Time isn't going to help your business; time is the enemy of change

- **Lead Between the Lines: A Leadership Attitude for Everyone**

Leadership is not some theoretical knowledge that develops through tips and quotes. It's about wanting to make changes that add value—and having the courage to do so. In this engaging two-hour experience, you'll be empowered to be less of a victim and more of a leadership in every aspect of your life.

- **Beyond Sticks and Carrots: Engaging Today's Workforce**

Few things are worse than a disengaged workforce. Motivating human beings doesn't require bribery or flattery. Using analogies from the world of sport, I'll show you how to create a high challenge, low threat [environment](#) that brings out your employees' very best

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