



CHRIS MYERS

AUTHOR · CEO · PROFESSOR

Speaking on honor, judgment, and the practice of leadership inside a Fourth Turning.

Chris Myers is CEO of B:Side Capital, a mission-driven SBA lender operating across the American West, and faculty in entrepreneurship at Arizona State University's W.P. Carey School of Business. He is the author of four books, including *Honor Under Pressure* and *The B:Side Way*. His work and commentary have appeared in *The New York Times*, *The Wall Street Journal*, *Forbes*, *Entrepreneur*, and on MSNBC. Previously, he founded BodeTree and Yellow Express USA.

FEATURED IN

The New York Times THE WALL STREET JOURNAL Entrepreneur Forbes 

FIVE SIGNATURE TALKS

01

Honor Under Pressure

For executive teams and leadership conferences.

The five modes of leadership the historical record validates, applied to the calls leaders are carrying right now.

02

The Code Before the Crisis

For boards and senior teams.

Why the leaders history remembers built their commitments before pressure arrived — and how to do the same work, on a deadline.

03

Leading the Family Enterprise Through a Fourth Turning

For closely held businesses, family offices, and succession-stage founders.

The decisions the next generation will be judged on.

04

Leading the Community Bank Through a Fourth Turning

For community bank CEOs, state banking associations, and ICBA chapters.

The calls a community banker is being asked to make — credit, customer, regulatory, succession — when relationship-based lending is the moat and the supports beneath community banking are weakening together.

05

Build the Ladder

For executive teams, university audiences, and professional services firms.

Why the entry-level rung is evaporating in real time — and what leaders, students, and institutions must build in its place before the next round of cuts.

BOOK CHRIS

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Speaking fees vary by engagement, format, and audience size. Contact for details.

*"In a moment when community banks are being asked to lead through unprecedented uncertainty, *The Fourth Turning Leader* gives bankers a clear code for preserving integrity, judgment, and courage when the pressure is highest. Christopher Myers understands both Main Street finance and the generational forces reshaping our communities, and he turns that insight into practical guidance any community bank leader can put to work. This kind of grounded, character-first leadership is exactly what our customers, employees, and hometowns are counting on."*

— **Michael Van Norstrand**

Executive Director, Independent Community Bankers of Colorado

ENGAGEMENT FORMATS

Keynote — 45–60 min

A signature talk from the lineup, tailored to the audience and the calls they are carrying.

Extended Keynote — 75–90 min

A keynote followed by a moderated Q&A or audience working session.

Workshop — half-day

A working session that walks the audience through the framework applied to one real decision they are carrying. Attendees leave with a draft code on paper.

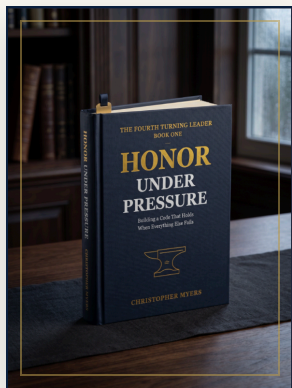
Fireside Chat or Panel — 45–60 min

A moderated conversation on the framework, the Fourth Turning thesis, the AI displacement, or family enterprise succession.

AUDIENCES SERVED

Vistage and YPO chapters · CEO peer groups · Executive offsites · Family business forums · Industry conferences · Graduate business schools

BOOKS FOR THE ROOM



Bring the book to the room.

Speaking engagements include bulk copies of *Honor Under Pressure* for every attendee, signed bookplates, and a pre-event reading guide.

50
COPIES

Smaller offsites and chapter meetings.

150
COPIES

Conference breakouts and mid-size events.

300+
COPIES

Keynote audiences and large gatherings.