



Paul Rulkens

International Speaker on Strategy & Execution,
Innovation Mindset & Leadership in a
High-Performance Organization

His approach to “Strategic Quitting” helps senior corporate decision-makers focus on business simplicity to make way for doing something different.

Paul Rulkens

About him

Paul is an expert in strategic high performance: the art and science of accelerating bold executive outcomes with the least amount of effort.

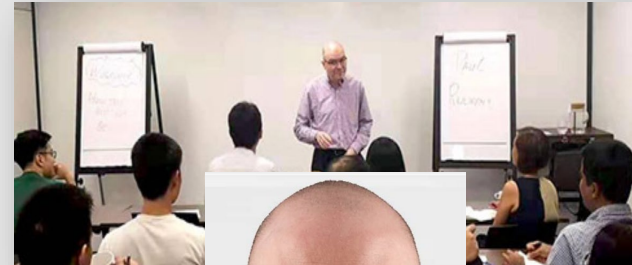
Paul is an **award-winning professional speaker, international author**, and a **trusted boardroom advisor**. He has helped thousands of business executives, managers, and professionals get everything they can out of everything they have. His ideas improve results and accelerate careers.

As a **global keynote speaker**, Paul has spoken in 12 countries, on 3 continents, often to global corporate audiences of 500 people or more. His clients included McKinsey, KPMG, ExxonMobil, DSM, Novartis, Uber, Shell, DuPont, Johnson & Johnson, Canon and many others.

His popular TED talks have been watched more than **4 million** people.

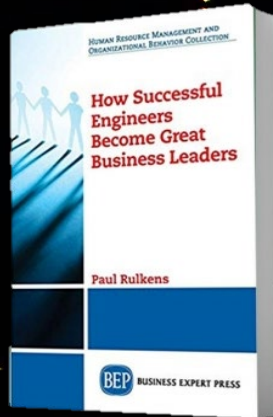
Originally trained as a **chemical engineer** and with more than 20 years of **experience** in various corporate leadership roles, Paul's work is based on **deep knowledge** and **extensive experience** in the practical business applications of behavioural psychology, neuroscience ... and common sense.

His background as a scientist, corporate executive, and his training as a stand-up comedian, make his keynotes both **substantive** yet **hilarious**.



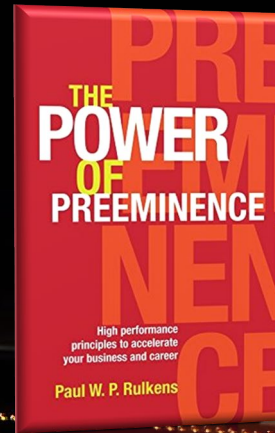
Paul Rulkens

His Books



How successful engineers become great business leaders

How Successful Engineers Become Great Business Leaders is full of thought-provoking insights, practical applications, and pragmatic techniques to help you get everything you can out of everything you have.



The Power of Preeminence

High Performance Principles to Accelerate Your Business and Career

The Power of Preeminence offers the best ideas, insights and techniques to get everything you can out of everything you have from business growth to maximizing your own performance.

Paul Rulkens

Keynote Topics

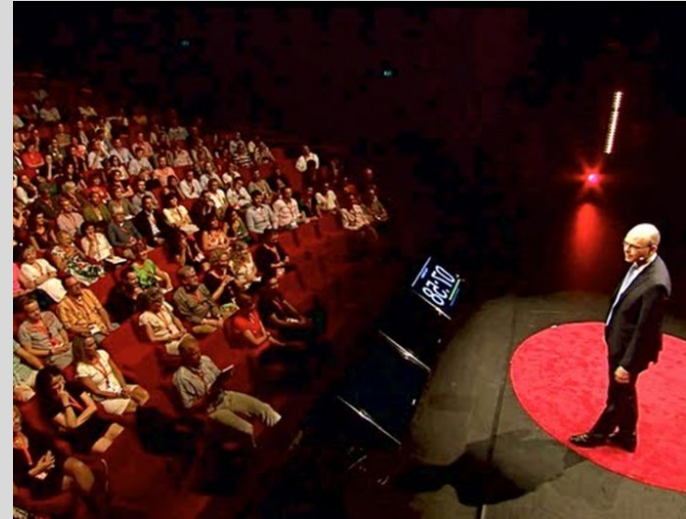
Strategic Quitting -How to Thrive in Turbulent Times

What's the big secret to take back control in turbulent times and turn uncertainty into opportunity? Strategic quitting.

Strategic Quitting is a systematic approach to take out everything which makes you fragile and become much more robust in the process. In this thought provoking talk, Paul will discuss the most important counter intuitive, almost controversial, but highly effective strategies to use strategic quitting to rapidly transform your business and make it ready for anything.

Main takeaways:

- How to apply strategic quitting to achieve your most important goals.
- How to create a courageous culture of achieving more by doing less.
- How to build on strengths to get everything you can out of everything you already got.



Link to Paul's TEDx talk about strategic quitting:
https://www.youtube.com/watch?v=QLuqXctU_IQ

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Keynote Topics

The Psychology of Innovation

How to innovate when you're already on top of your game

One of the greatest business myths is that innovation is expensive, takes a lot of time, and involves huge risks. What if most successful innovations are actually cheap, fast, and almost risk free? In this popular talk, Paul will discuss an intriguing, practical, and proven approach to make high performance innovation accessible for everyone. Application of these ideas will give you the opportunity to take control of reinventing yourself, and stand apart in the market place like a tall giraffe, surrounded by tiny field mice.

Main takeaways:

- How to quickly and cheaply innovate to outsmart your competition
- How to build a high-performance innovation culture
- How to create a bias in your organization for taking massive action on good ideas

Leaving the Field Behind

How the best get better

How do successful people, teams, and organizations become even more successful? In this entertaining, fascinating, and confronting talk, Paul will not only explain, but also let you experience the inner workings of your brain, and how this affects your own leadership behavior. As a result, you will be inspired with practical ideas to take more, better, and smarter initiatives to significantly raise the bar.

Main takeaways:

- How to focus on the few things necessary for business and professional success
- How to rapidly build high performance habits for you and your team
- How to inspire yourself and others to move to the top 10% in your business or professional field

Paul Rulkens

key facts

Currently ...

- **President** of Agrippa Consulting International
- **Author** of *The Power of Preeminence* and *How Successful Engineers Become Great Business Leaders*
- Professional **Keynote Speaker**
- **Boardroom Advisor** and Strategic Consultant

Formerly ...

- Held various positions at **DSM** for almost 20 years
- Studied **Chemical Engineering** at the University of Twente

Flies from **Netherlands**



Paul Rulkens

what people say

“Paul has a very clear down-to-earth approach how to accelerate high performance organizations. His undoubtable scientific knowledge combined with his typical sense of humor, will give you a clear and practical view on how you can simply make a difference the very next day. He will boost you with positive ideas and will leave you with a friendly smile.”

*Arjan van Oosten, Partner at **Grant Thornton***

“The audience was energized by Paul’s keynote address on Strategic Acceleration, and by how it was delivered by Paul. He held up many mirrors to the audience allowing everyone to be touched personally. Our portfolio event was a huge success with many participants weeks later continuing to refer to the metaphors shared and applying them!”

*Lizette Sint, Managing Director at **Rabo Private Equity***

“Paul’s keynote address at our international management conference was a resounding success. We had asked him to give the group something to think and talk about during the conference. Weeks later, we are still hearing references to his talk on Strategic Acceleration. Worthwhile points, delivered in an entertaining and memorable way, have staying power.”

*Erik Oostwegel, Chairman of the Executive Board, **Royal Haskoning DHV***

thought-provoking • lively • entertaining



Useful links for Paul Rulkens:

- TIB Speaker Web Page > [Go to Webpage](#)
- TIB Speaker Profile > [Download PDF](#)
- TIB Video Channel > [Watch Videos](#)



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