

KEYNOTE SPEAKER · AUTHOR · SPEAKER PACK

Happiness Is You Still Being You

A keynote talk by Derrick Tuke-Hastings

For audiences facing retirement, redundancy, bereavement, a diagnosis or any change that alters who they are.

Every major change asks the same question, and it is rarely the practical one. It is **who am I now?** Derrick draws on forty years in business and his own journey through retirement and a cancer diagnosis to show audiences that they have not lost themselves, only lost sight of themselves. Using his five-pillar method, he helps people rediscover the qualities that have always defined them, and leave with a personal motto they can actually remember.



“You cannot lose yourself. You can only lose sight of yourself. And that is a very different problem.”

IN THE ROOM

- Opens with a moment nearly everyone recognises, and the laugh of recognition that follows.
- Warm and often funny, with a serious centre. Never a lecture.
- Ends with something practical that people can use the same week.

WHAT AUDIENCES TAKE AWAY

- Why major transitions feel so disorienting, and why that is entirely normal.
- A simple, practical method for rediscovering who they are.
- A personal motto they can carry with them.
- The confidence that the person they have always been is still very much present.

FORMATS

- 45-minute keynote.
- 60-minute keynote with audience Q&A.
- Half-day interactive workshop.
- Livestream presentation with a live Q&A session.

WHAT THIS IS NOT

- Not therapy, and not a self-help sermon.
- Not a motivational high that has faded by Monday.
- Not a downer. Despite the subject, audiences laugh more than they expect to.

WHERE THE TALK FITS

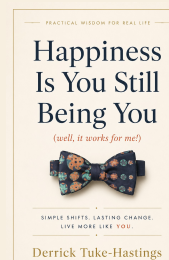
- Corporate conferences and away days.
- HR, wellbeing and people development events.
- Retirement planning and financial services events.
- Leadership forums and senior executive audiences.
- Charity and community events on resilience.

BOOKING, IN THREE STEPS

- Send your event date, audience size, type of event and location.
- Derrick replies personally to talk through whether it is a good fit.
- Format and details confirmed. No agents, no account managers, no runaround.

ABOUT DERRICK

Derrick spent over forty years helping to build brands, latterly as partner of one of the UK's leading creative marketing communications agencies. For four decades, anyone meeting him for the first time was told the same thing: look out for the smiley guy with the bowtie. Then retirement arrived, followed by a cancer diagnosis, and with them a question he had never thought to prepare for. The method he built to find his way back became the book, and the book became this talk. He lives in the Cotswolds.



To enquire: derrick@ysby.co.uk · www.ysby.co.uk

Please include your event date or approximate timing, audience size, type of event and location. It helps Derrick come back to you quickly.