

# Steve A. Tineo

Global Keynote Speaker | Negotiation, Leadership & Human Capital

## APTITUDE VS ATTITUDE

Why *Attitude* Is the Ultimate Strategic Advantage

KYF<sup>®</sup> | Know Yourself First

Before you lead others,  
master *yourself* first.

Conference · Executive Masterclass



# The Problems You Face

- Escalating conflicts drain time, money, and morale
- Emotions run the room: fear, ego distort decisions
- Deal fatigue stalls closings; opportunities slip
- Mistrust & silos erode collaboration and innovation

## *Where this leads?*

- > Lost revenue & valuation
- > Burn-out & churn
- > Legal & PR crises
- > Reputational damage



# Why Listen to Me?

## Proven Track Record

Trusted by 10 governments, 50 multinationals, 20 banks, 11 F1 drivers, NBA players, and 5 presidents.

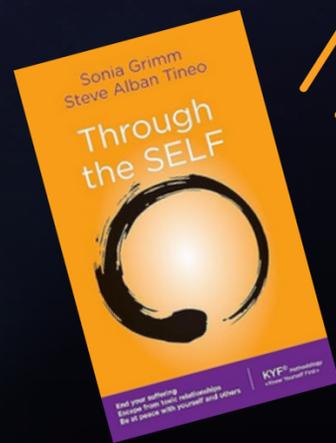


## Creator of the KYF©

Know Yourself First methodology, merging emotional intelligence with tactical deal-making.

## Elite Credentials

Double Doctorate (PhD, DBA) in Leadership & Strategic Management, Harvard-certified.



## Author

Best-selling author & visiting professor; media features

20+ yrs leading & rescuing high-stakes negotiations worldwide



# The KYF<sup>©</sup> Model for Success

01

## Self-Diagnosis

Uncover cognitive biases, fears, and value drivers.



02

## Emotional Alignment

Install the routines elite performers use to stay calm under pressure.



03

## Strategic Toolkit

Ethical influence, deal design, conflict de-escalation.



04

## Execution & Debrief

Real-time mentoring in live negotiations, conflict resolution & leadership plus after-action mastery.



# Testimonials

+500 talks

92.63%

satisfaction

Ana B.

“His insights sparked a new perspective in me, inspiring profound changes in both my personal and professional life. Highly recommended for anyone seeking enlightenment and growth.”

Malik

“I had the honor of attending Dr. Steve’s session at the Misk Global Forum, and it was one of the most impactful talks I’ve experienced. He didn’t only teach negotiation but he helped me understand myself on a deeper level. Dr. Steve has a rare ability to combine deep human insight with world-class negotiation expertise.”

IACA & UNITAR

“Thank you so much for your informative and interactive session as part of the MACD Master in Anti-Corruption programme. The feedback from the participants was overwhelmingly positive, and they greatly appreciated your enthusiasm, philosophy, and unconventional methods.”



# Books



## Through the SELF

Bestseller on emotional intelligence and personal transformation

## Par le MOI

French edition with expanded leadership + consciousness content

[www.stevetineo.com](http://www.stevetineo.com)



# Modus Operandi

- ✓ Conference
- ✓ Immersive Masterclass
- ✓ Workshop



01

## Conference

**Ideal For:** Large industry audiences

**Outcome:** Inspiration, paradigm shift & actionable takeaways, Transformation

02

## Masterclass

**Ideal For:** Executives & Leadership Teams

**Outcome:** Deep immersion, simulations & strategic playbooks

03

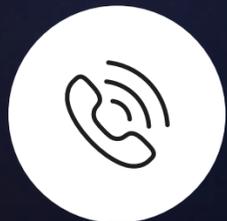
## Workshop

**Ideal For:** Teams & Departments

**Outcome:** Hands-on tools and rapid alignment



# Contact Booking



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