



TYLER JENSEN

MAGICIAN, ARTIST & ENTREPRENEUR

MEDIA GUIDE



MEET **Tyler Jensen**

Top Performance Speaker
KSL 5 TV's 2025 Industry Leader for Business Coaching
Certified Insurance Counselor and Personal Risk Manager
Insurance Business America 2024 Rising Star
Optimist Coach

Whether it's selling to a client, overcoming an objection, recommending products, setting goals, hiring employees, creating a culture, strengthening your family, or bettering yourself, it takes optimism. Tyler J. Jensen, CIC, CPRM is a nationally respected business strategist. He has trained hundreds of business owners across the United States. He has provided mentorship and coaching to dozens of business owners. As a former field training consultant, he helped hundreds of new insurance agents start their agencies. Tyler was named Insurance Business Magazines 2024 Rising Star. He was voted KSL 5 TV's Industry Leader for Business Coaching in 2025. His insights have been featured in media outlets such as Insurance Business America, KSL 5 TV, Now Media TV, Farm Bureau, State Farm, Peak Performance Perspectives, Brand X, Pack Tax, and others. He has shared the stage with experts such as Dan Clark and Andy Elliott. Tyler received a bachelor's degree in business administration from Weber State University, is a member of the Society of Certified Insurance Counselors (CIC),

is a Certified Personal Risk Manager (CPRM), and was the owner of Tyler Jensen Agency, Inc. As a national speaker, founder of The Top Performance Group, and creator of the four pillars of Top Performance. As an artist Tyler has sold artwork in all 50 states and is one of the only freehand architectural artists in the world. As a magician Tyler has performed in Las Vegas, and on stages around the US. Tyler shares his accumulation of knowledge and experience gained over the last ten years in the training and insurance industry. His insights on optimism can help any business owner experience top performance in their business and personal life. During the last several years, Tyler has studied the topic of top performance and has found that top performance can be found anywhere, by anyone, in any activity, and in different moments. Every individual who was executing in top performance followed four key principles. Tyler is a native of Utah and currently resides in Ogden, Utah, with his wife Melodie and their three children.



The Top Performance Group

As a service based professional you want a top performing sales culture. A sales culture that is focused on customer relationships, healthy teams, strategic growth, and positivity. However, many owners are overwhelmed, frustrated, under confident, or discouraged on how to run a business, manage a team, increase sales, or keep clients happy. This results in a culture calling into complacency. At The Top Performance Group we have seen that sales cultures fall into one of the three complacency models.

We exist to solve this problem. We have spent years refining and testing what could be the best cultural development roadmap that shows you exactly what to do to achieve a top performing sales culture with a proven four step process.

In the Top Performance Group, you will develop resilience, positivity, and strategic thinking that will transform your business into a successful self sustaining company with an amazing sales culture. Our focus on optimism permeates our application of our processes, which will shift you from price-based to value and customer-focused sales. You will be provided with scripts, tips, and strategies that will enhance client interactions, generate referrals, and optimize your sales systems. Overall, this is a comprehensive guide for service based sales professionals. It will walk you through practical tools and insights to drive business success and foster positive client and workplace cultures.



Top Performance

TOP PERFORMANCE ROADMAP



Endorsements



Coming into the insurance industry, I knew very little about even the basics. After working with Tyler and going through his training, I feel as though I have become a 5-year veteran overnight. There are so many little details, specifics, and options that you need to truly understand to tailor your clients' needs as well as possible; and Tyler's training does an impeccable job at achieving that quickly. The education has helped me achieve my business revenue goals by providing the right coverages to clients and being able to spot gaps in their current coverages. I truly attribute my success and knowledge to Tyler's training and his wealth of knowledge in the industry!

Jon Robinson, Agent

Tyler's presentation at our Federation Gala was a game changer for me. His powerful delivery, combined with the practical knowledge he shared, has undoubtedly contributed to my personal and professional growth.

Elissa, Marketing Coach



There are so many teachers out there that I have learned from and the best teachers that I've ever had were the ones that were able to take a very complicated topic and be able to explain it so well that it became second nature. Tyler has an ability to do that, and that is a gift.

Mark Talukdar, Peak Performance Coach

I was so overwhelmed and stressed out about my business in general, now I feel positive, I have a plan, and I feel so much better that everything is going to work. I have never felt this peaceful about my business before.

Celeste, Entrepreneur



I think this is something that every owner should look at doing, especially to help their staff members and themselves. What I have seen is absolute truth, I am going to be Tyler's greatest success story from an already successful agent.

Troy DeLair, Qrt Table MDRT Agent

I had more purpose, more energy, better relationship with my spouse, my RVP called and told me she had never seen this energy from me before and asked where it came from. All I can say is top notch!

Jason, Agent



After working with Tyler, I gained a clear understanding of how to be more productive. His training help me and my staff reach company goals I thought were out of reach. My office wouldn't run without Tyler's insights.

Canyon Vance, Business Owner





KEY POINTS YOU WHAT TO KNOW ABOUT TYLER'S CONTENT

TYLER STUDIES THE PSYCHOLOGY OF TOP PERFORMANCE, AND OPTIMISM.

Top performance is an ongoing pursuit. Almost everyone has experienced top performance in some instance in their life, yet the continual process of staying in top performance is what empowers you to live your best life.

You need to understand and implement the four key pillars to maintain a high level of performance. The problem keeping us from achieving greatness stems from one of the three complacency models. Busy, natural, and self made.

In most cases, people view the world through a negative lens that prevents them from taking the required action to be a top performer on a regular basis. They fall victim to fear, negativity, and naturally become complacent.

Complacency

Complacency is costing you thousands of dollars every year in sales for every employee.

If you don't implement the four pillars of Top Performance, your natural tendency is to move down the road of complacency. You become stuck and don't have the ability to progress. Complacency causes you to:

- Have poorer decision making
- Be more cautious
- Create more fear
- Project unfavorable outcomes
- Hinder your motivation
- Decrease your ability to complete tasks

Complacency is a great risk to every business. The lack of being able to perform at top performance leads 45% of new businesses to close their doors in the first five years.



Keynote Speech



The Magic of Top Performance

FROM BASECAMP TO SUMMIT

YOUR PATH TO TOP PERFORMANCE

Tyler delivers an engaging and insightful presentation through magic, artwork, and storytelling on achieving top performance by overcoming the three complacency models. Drawing from personal stories, real-life examples and of course magic, Tyler emphasizes the importance of audience engagement, overcoming adversity, and maintaining a positive mindset. By recounting his inspiring journey early in his career and sharing his engaging story of scaling personal mountains. Tyler illustrates how optimism can transform even the most challenging situations into opportunities for growth. The speech includes interactive activities, artwork, magic, and practical strategies, that help individuals realize their own complacency model and how to overcome it. These strategies will help participants cultivate a positive outlook, enhance their decision-making, improve systems and productivity in the workplace, and foster top performing cultures.

A key highlight of the presentation is Tyler's top performance framework, which comprises four pillars: optimism, systems, power, and focus. Tyler demonstrates how to find humor, positivity, and magic in difficult circumstances. The framework emphasizes the importance of creating robust systems to guide and support individuals, harnessing personal power to overcome obstacles, and maintaining a sharp focus to achieve goals. Tyler explains how these elements work together to paint a picture for individuals to give their best performance.

Attendees are challenged to shift their focus from the negative to the positive, enhancing their emotional state and overall well-being. Tyler also underscores the significance of continuous improvement and the journey of self-development, inspiring the audience to elevate their personal and professional lives.

Takeaways

Leaving this presentation your audience will:

- Know how to overcome the three complacency models.
- Develop an Optimistic Mindset, on average this increases productivity by 31%
- Refine your Systems for SUccess, on average this increases employee satisfaction by 89%
- Power to turn trials and set backs into successes, this on average translates to 29% increase in sales.
- Focus on their personal journey towards top performance, 87% show an increase in employee engagement.

Jennifer Deppe, GA

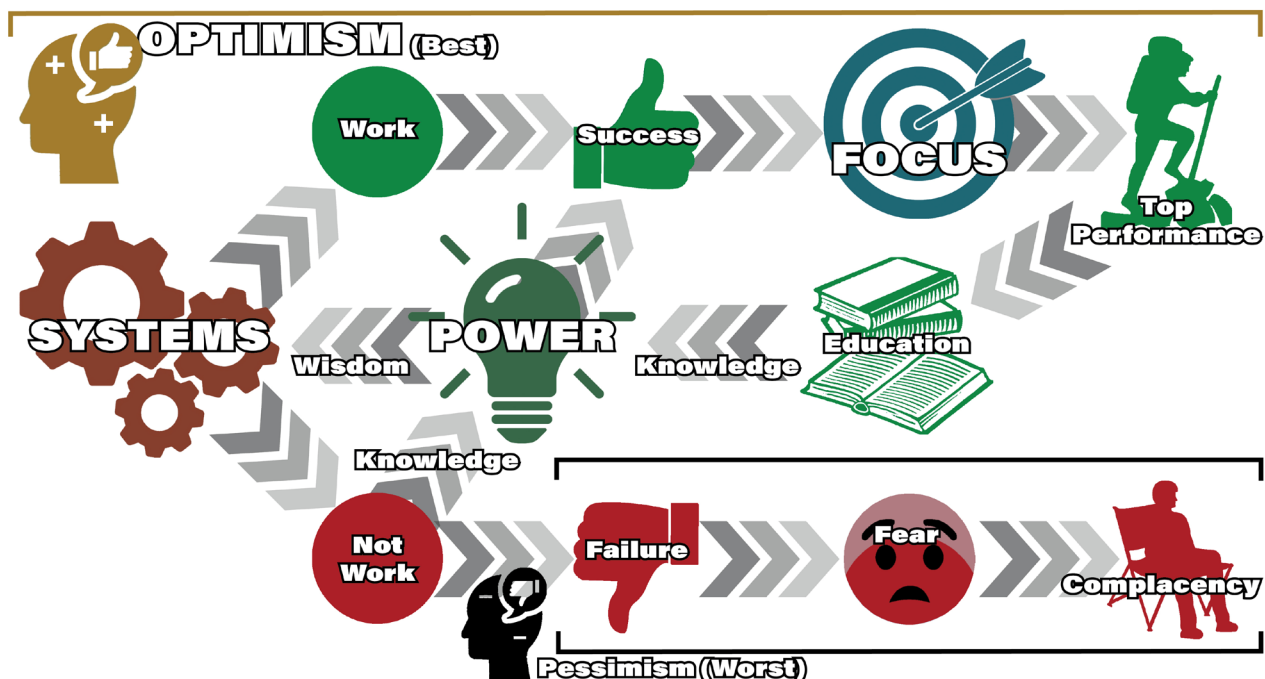
"All I can say is WOW! Tyler spoke at our state Sales Association event. He had my full attention with his humor and great stories. I wasn't the only one who had his full attention with the techniques in his teaching. Bringing real life examples to remember the material was incredible for me to take back to my real-life work environment. Truly helpful and can't wait to see him speak again!"



TOPIC 1 - POTENTIAL INTERVIEW QUESTIONS

The Four Pillars of Top Performance

- Question 1** What is keeping me from being a top performer?
- Question 2** Can you discuss the three complacency models that we all fall into?
- Question 3** In your work, you describe an analogy of summiting a mountain to top performance. Can you explain that?
- Question 4** Can you talk to me a little bit about our natural trajectory in life and business?
- Question 5** What is the value of having systems in our business?
- Question 6** According to your experience, what is the secret to success?
- Question 7** According to your experience, how should we respond to trials?
- Question 8** You mentioned that our natural tendency is toward negativity. How can we see more positivity?
- Question 9** What do we need to be focusing on to get to top performance?
- Question 10** Can you talk to me a little bit about what separates those who stay as top performers and those who resort back to complacency?





TOPIC 2 - POTENTIAL INTERVIEW QUESTIONS

Value Based Insurance Sales

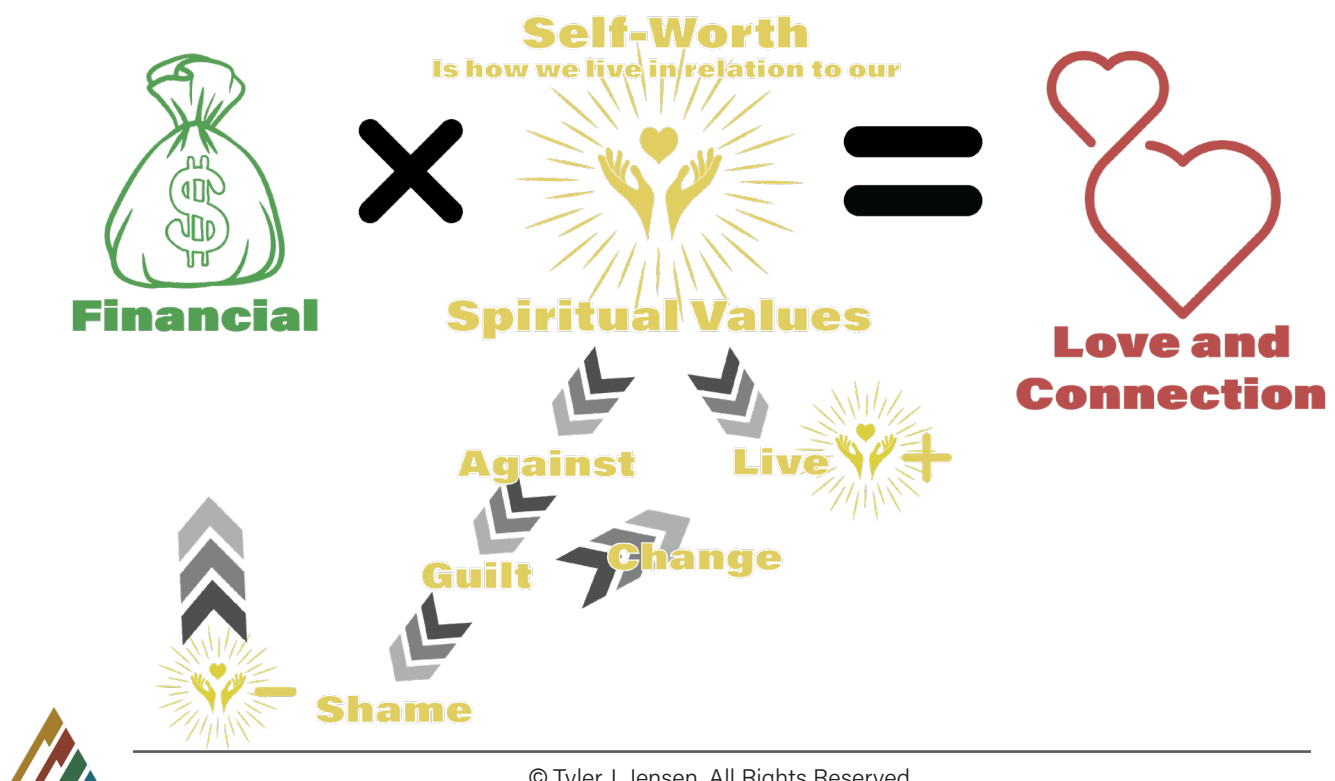
- Question 1** How do insurance agents view insurance sales in the market?
- Question 2** What happened to make the insurance market be price focused?
- Question 3** How can agents move past price based insurance sales?
- Question 4** You help agents recognize the different ways they can help a client manage risk. Could you touch on each of those?
- Question 5** Could you explain your process for helping agents sell on value?
- Question 6** What do you recommend an agent does when a client is still very price focused even after providing education?
- Question 7** Many ways exist to obtain new leads for insurance. What should be the agent's focus?
- Question 8** In your value based selling, you talk about controlling what you can control. Please elaborate on that.
- Question 9** You have mentioned creating experiences for clients, what experiences do you recommend agents offer?



TOPIC 3 - POTENTIAL INTERVIEW QUESTIONS

Leadership through Self-Worth

- Question 1** Can you define what leadership means to you and how it plays a role in the success of an organization?
- Question 2** In your opinion, what are the key elements of a positive workplace culture, and how can leaders shape and maintain such a culture in their business?
- Question 3** How do you ensure effective communication in leadership while balancing discipline, resilience, and adaptability?
- Question 4** You've emphasized trust, integrity, and respect as foundational elements of a healthy work culture. Can you elaborate on how these values influence employee satisfaction and organizational success?
- Question 5** What strategies do you recommend for leaders to empower their employees and recognize their talents to support both personal and professional growth?
- Question 6** How do you define self-worth, and how does it influence performance and engagement at work?
- Question 7** What strategies can leaders use to help employees build and maintain their self-worth? How does this contribute to overall organizational success?
- Question 8** Failure is often a part of growth. How can leaders help their teams embrace failure as a learning opportunity and build resilience while maintaining their self-worth?



Fee Schedule

LOCAL TO OGDEN (Less than 4 hour drive)

60-90 Minute Keynote	\$1,500
Half Day Workshop (up to 4 hours)	\$2,300
Full Day Workshop (up to 8 hours)	\$3,000
2 Full Days	\$4,000

US, CANADA AND MEXICO

60-90 Minute Keynote	\$3,100
Half Day Workshop (up to 4 hours)	\$4,000
Full Day Workshop (up to 8 hours)	\$5,000
2 Full Days	\$6,800

EUROPE, ASIA AND AUSTRALIA

60-90 Minute Keynote	\$4,300
Half Day Workshop (up to 4 hours)	\$5,300
Full Day Workshop (up to 8 hours)	\$6,200
2 Full Days	\$8,000

Important

- Please call for pricing on custom programs.
- Hotel to be booked and direct billed by the client.
- International engagements minimum of 2 nights hotel, ground transportation and food provided, booked, and direct billed by the client.



“Do you become a victim of your circumstances or victor of your opportunities?”

“You are either consciously choosing to be optimistic, or you are unconsciously being pessimistic.”

“There is no fear when the focus is clear.”

“Employee experiences precedes customer experiences.”

“It is only a true failure if nothing was learned.”



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TylerJJensen.com



**Watch Tyler Speak by going
to his website.**

