

MOTIVATING EXCELLENCE

THE SCIENCE OF FOSTERING
PASSION, LOYALTY, AND
TOP PERFORMANCE

How do you motivate others to produce their best work?

For generations, leaders have received conflicting advice. But now, thanks to groundbreaking new research, we have clear, data-driven insights into the factors that generate employee engagement and sustain performance over the long term.

In this compelling and persuasive presentation, you'll learn the surprising truth about what motivates excellence (hint: it's not money or titles) and discover practical steps you can immediately apply to elevate your team's performance.

FIVE THINGS YOU WILL LEARN:

- How to make any job feel more meaningful.
- The one workplace reward that feels better than a raise.
- Why many of the practices leaders have been taught to boost motivation—including glowing performance reviews, employee-of-the-month awards, and annual bonuses—can actually reduce employee engagement.
- What the best jobs have in common with a video game.
- How you can use evidence-based techniques to elevate your team's motivation, helping you become a more effective leader.

PRAISE FOR MOTIVATING EXCELLENCE

"I was blown away by the quality. Dr. Friedman was very prepared, natural, and engaging. I've already heard discussion around our building about bringing him back for a workshop or another speaking engagement."

-MassMutual

"Dr. Friedman's insightful, little-known, practical strategies captivated our audience. A joy to work with, he went above and beyond to customize his presentation to our group. I think I speak for everyone when I say we'd have him back in a heartbeat."

-Blue Cross, Blue Shield

"You were the perfect keynote. The audience was ecstatic, and evaluations are top-notch. Our problem will be how to meet the exalted expectations next time."

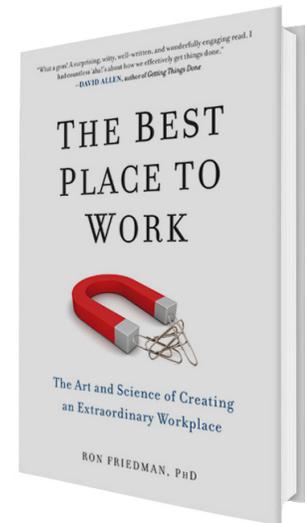
-Luann Heinin, National Business Group on Health

"Ron was absolutely fabulous. Our attendees were blown away."

-IBM Smarter Workforce Institute

"Ron Friedman spoke at our Great Places to Work breakfast, and many people later told me that he was the highlight of the event for them. He offered clear, concise advice on how to make a workplace better, and many of the event's attendees said they were going back to the office with ideas they wanted to implement."

-Sherri Dalphonse, Washingtonian



AVAILABLE AS A KEYNOTE OR
HALF-DAY TRAINING WORKSHOP

ABOUT THE AUTHOR



Ron Friedman, Ph.D., is an award-winning social psychologist who specializes in human motivation.

He has served on the faculty of the University of Rochester, Nazareth College, and Hobart and William Smith Colleges, and has consulted for Fortune 500 companies, political leaders, and the world's leading nonprofits.

Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Washington Post, Boston Globe, the Globe and Mail, The Guardian, as well as magazines such as Men's Health, Shape, and Allure.

He is a frequent contributor to Harvard Business Review, CNN, Forbes, Fast Company, and Psychology Today.

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