



MOTIVATING EXCELLENCE: THE SCIENCE OF  
FOSTERING PASSION, LOYALTY AND TOP  
PERFORMANCE

with Dr. Ron Friedman

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## 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.

# DR. RON FRIEDMAN

---

Ron has served on the faculty of several prestigious colleges and universities, and has consulted for political leaders, leading nonprofits, professional sports teams, and many of the world's most recognized brands.

Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Financial Times, the Globe and Mail, Washington Post, The Guardian, as well as magazines such as Men's Health, Entrepreneur, and Success. He is a frequent contributor to the Harvard Business Review, Psychology Today, Fast Company, Forbes, and CNN.

His first book, *The Best Place to Work*, was named an Inc. Magazine Best Business Book of the Year. Library Journal called it a "must-read," and it was described as "stunning," "eye-opening," and "a contemporary classic" by New York Times bestselling authors Daniel Pink, Adam Grant, and Marshall Goldsmith. To date, more than 60,000 copies of *The Best Place to Work* have been sold, and it's been translated into seven languages.

His most recent book, *Decoding Greatness: How the Best in the World Reverse Engineer Success*, was a national bestseller and was selected by Amazon's editors as one of the year's best non-fiction books.

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.

Phone: +1 (202) 367-6226 Email: [wadc@ims-online.com](mailto:wadc@ims-online.com) Website:

<https://ims-online.com/leadership-development/Washington-D.C./27>