



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

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For generations, leaders have struggled with conflicting advice on motivation. Now, groundbreaking research reveals the truth—what fuels excellence isn't about money or status but something far more powerful.

In this eye-opening program, you'll discover the key factors that sustain engagement and high performance over time. You'll walk away with actionable strategies to inspire your team, strengthen motivation, and create an environment where people thrive.

**What You'll Learn:**

- How can you make any job feel more meaningful and fulfilling?
- The single most effective workplace reward (hint: it's not a raise).
- Why traditional motivation tactics—like performance reviews, employee-of-the-month awards, and annual bonuses—might be holding your team back.

# DR. RON FRIEDMAN

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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.

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