

# The Motivation Equation

Which Four Steps Inspire Great Results Even During Difficult Times?

John Ullmen, Ph.D.

*A Lively, Unforgettable and Applicable Set of Insights & Action Tools  
for Motivating People and Sustaining Motivation Even Under Challenging Conditions*

## Who Should Attend?

- Anyone who wants to know how to motivate others for better performance and morale
- Individuals who want strategies and techniques to revive and sustain their own motivation

## Benefits

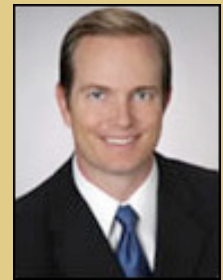
- What are the two key reasons why attempts to motivate ourselves and others often fail?
- Why do most motivation techniques only work for short periods of time?
- What key motivational factor is missing from most goal-setting strategies?
- What are the most important personal factors to focus on to increase motivated action?
- How can you determine the specific conditions under which different people will respond most effectively?
- What four steps can you take anytime, anywhere to increase motivation?
- How can you create a sustainable motivation strategy for yourself and others?

## Program Delivery Options

- Keynote Speech/Presentation
- Skill-Building Seminar (Onsite)
- Webinar (Remote/Virtual)

Dr. John Ullmen is an internationally acclaimed as executive coach and a commended lecturer at the UCLA Anderson School of Management, where his course was voted by students as one of the "Top 10" experiences in their graduate program.

He has extensive coaching and consulting experience at the senior management and CEO level. His clients span a wide range of Fortune 500 firms and industry leaders in technology, media, entertainment, consumer products, healthcare, biotech, finance, banking, real estate, professional services, construction, defense and government agencies.



Dr. Ullmen is also the coauthor of a highly praised series of management fable books including *Invisible Bridges: Building Business Relationships for Results*, *Which Bird Gets Heard? How to Have Impact Even in a Flock*, and *Who Wins Conflict? The Creative Alternative to Fight or Flight*.

He holds a B.S. from the U.S. Air Force Academy, a Master of Public Policy from Harvard University, and a Ph.D. in Organizational Behavior from UCLA.

## What People Are Saying About Dr. Ullmen's Speeches

*"Dr. John Ullmen is an extraordinarily compelling speaker. The audience was hanging on every word...As an executive coach, he diagnosed issues very insightfully, in ways that both surprised me and were uniquely helpful. I strongly recommend him."*

--Demitri Hollevoet, Vice President, Merrill Lynch

*"The participants of our program truly enjoyed your presence, as is evident in one of the surveys for the day: 'Professor Ullmen's lecture was what I enjoyed most during today's session. You guys should bring him back next year!'"*

--Alex Lawrence, Executive Director, Riordin Programs

*"Inspirational and informative and presentation! The case study about the personal friend and colleague was helpful and touching. I will personally attempt to put this to work right away."*

--Chris Benedict, Portfolio Manager, Morgan Stanley Smith Barney

*"John Ullmen had people out of their shells inside of two minutes. Within 5 minutes he had communicated more networking wisdom than I had received in any sales training in my 15 year career as a salesman and manager of salespeople."*

--Mark J. Marriott, President, Occidental Business Associates