

Craig Nathanson, The Best Manager™

Workshop: How to create a motivated work force



About Craig:

Craig Nathanson is the founder of THE BEST MANAGER™, workshops and products aimed at bringing out the best in those who manage and lead others.

Craig is a 25 year management veteran, Executive coach, college professor, author and workshop leader.

Craig Nathanson is also The Vocational Coach helping people and organizations thrive in their work and life.

Craig's on line communities can be found at www.thebestmanager.com and www.thevocationalcoach.com



You will learn:

- What motivation is
- Various philosophies and theories of motivation
- What motivates humans at various ages and stages
- Common approaches to worker motivation
- How NOT to motivate workers
- Why rewards don't work
- Top challenges in today's job market
- Why matching skill level and challenge level is so important
- The top 5 ways to improve worker motivation

Food for thought, and tips you can use right away to help motivate your work force!

Interactive, thought-provoking, and you can apply what you learn right away!

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