

# Dr. Craig Nathanson

## Workshop: How to enable a motivated work force



### About Craig:

Dr. Craig Nathanson is an Educator, Author, Speaker and Coach for mid-life adults. Dr. Nathanson is also a motivational speaker, The Vocational Coach™ for mid-life adults, and workshop leader working with companies on the development of their organizations and people. His current research focus is on humanistic management, leadership through coaching, and mid-life professional development.

Dr. Nathanson has written and published 5 books on work and mid-life development and management, including "The Best Manager: Getting better results through people". Dr. Nathanson's newest book "Joyful work in the second half of life: The five stages", accumulates 20 years of research in the intersection of work and mid-life.

### 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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