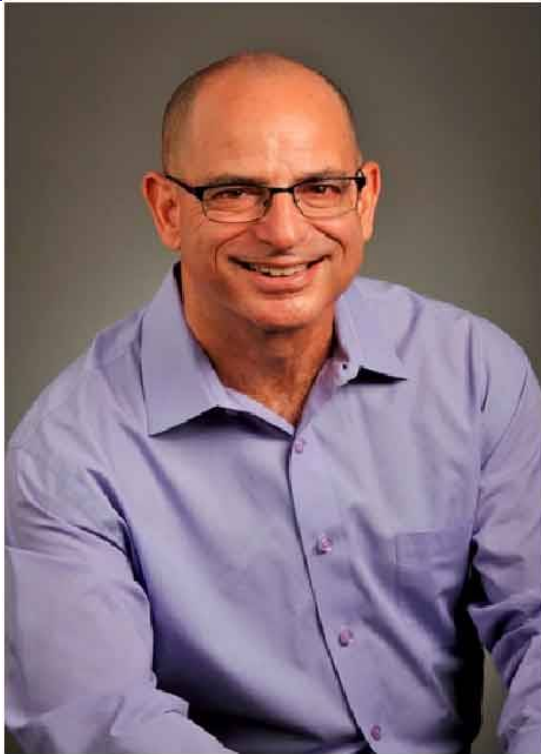


# Dr. Craig Nathanson

## Workshop: How to motivate yourself and others



### 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:

- How to match high challenges and high skills in your work
- How to align your work with your personal values
- How to understand what motivates others
- Learn the value of internal motivation
- How to become internally motivated
- Why gimmicks as rewards don't last long
- Why most motivational programs are backwards and don't work
- Why rewards and punishments are not good long-term motivators
- How to design and implement alternatives to rewards and punishments
- How to establish a system to teach others to motivate themselves
- How to create meaning and fulfillment at work

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

### Contact:

Dr. Craig Nathanson

P.O. Box 2823, Petaluma, Ca 94953

Phone: 707-774-6446

E-mail: [craignathanson@gmail.com](mailto:craignathanson@gmail.com)

Website: [www.drccraignathanson.com](http://www.drccraignathanson.com)