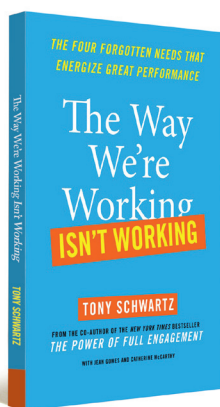


TRANSFORMING THE WAY WE WORK

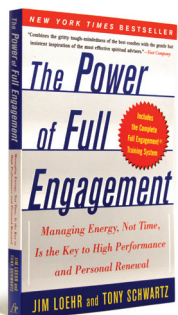
THE NEW RULES OF ENGAGEMENT

A KEYNOTE

The Way We're Working Isn't Working, The Four Forgotten Needs That Energize Great Performance
(Free Press, May, 2010)



From the co-author of the
#1 bestselling *The Power of
Full Engagement: Managing
Energy Not Time*



Demand in our lives is increasing relentlessly. Our capacity isn't keeping pace. The way we're working isn't working. Far too many organizations expect their employees to operate in the same way that computers do: continuously, at high speeds, for long periods of time, running multiple programs at the same time.

It's a prescription for failure. Human beings are designed to pulse. We're at our best when we move between periods of expending energy and intermittently renewing our four energy needs: sustainability (physical); security (emotional); self-expression (mental); and significance (spiritual). The better those needs are met, the more value we're capable of creating. Time is finite, but we can expand and renew our energy across all four dimensions of our lives.

The primary value exchange between employees and employers today is time for money. Each seeks to get as much of the other's resource as possible. It's a thin, one-dimensional transaction that serves neither side well. Rather than trying to get more out of their employees, employers are better served by meeting people's multi-dimensional needs, so they're freed, fueled and motivated to bring the best of themselves to work every day.

YOU'LL WALK OUT OF THIS TALK WITH:

- A scientifically-based paradigm for how to work (and live) in a way that is more productive and more satisfying.
- A clear understanding of the four key needs you must meet in order to perform at your best.
- Clarity around the characteristics of the "Performance Zone" and what pushes us into the "Survival Zone"
- Insight into the unique power of singularly absorbed attention and how to cultivate it.
- The secret to regularly renewing your energy even when demand is high and time is scarce.
- The opportunity to build a ritual—a highly specific behavior that addresses one of your key energy needs and becomes automatic over time.