



DANIEL PINK

THE SURPRISING TRUTH ABOUT MOTIVATION

OCTOBER 6, 2020 | 8:30 A.M. – 12:00 P.M.

What motivates people to do their best work? The question is central to leadership, strategy, and innovation. And this compelling, evidence-based program provides the answer.

Daniel Pink, author of the international bestseller *Drive*, will show that the secret to high performance and satisfaction—at work and at home—is the deeply human need to direct our own lives, to learn, and create new things, and to do better by ourselves and our world.

Tapping over 50 years of research in behavioral science, Dan will explain why many traditional rewards fall short of their promise and sometimes even backfire. He will reveal the mismatch between what science knows and what organizations do – and show how to close the gap between knowing and doing.

He will explain a revised motivational operating system that when used properly can have a positive impact on our personal and professional lives. This system, which has been embraced by smart leaders and organizations around the world, promotes enduring motivation through three critical elements—autonomy, mastery, and purpose.

This program will help leaders:

- Understand the reality of what really motivates people to do their best work.
- Reinvent performance reviews to boost employee engagement and productivity.
- Enlist the two types of purpose that science shows can dramatically boost performance.

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Daniel Pink is the author of six books about business and behavior. His books include the *New York Times* bestsellers *When* and *A Whole New Mind* – as well as the #1 *New York Times* bestsellers *Drive* and *To Sell is Human*. Dan's books have won multiple awards and have been translated into 39 languages. He was also host and co-executive producer of "Crowd Control," a National Geographic Television series that aired in more than 100 countries. His TED Talk on the science of motivation is one of the ten most-watched TED Talks of all time, with more than 23 million views.



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