

Creating an Environment of Intrinsic Motivation

Between rewards and consequences lies the environment of ownership and accountability.

Using a framework of purpose, personal engagement, alignment of systems, feedback, capability, and measurement, we've created a construct for leaders to gain awareness and adapt their cultural environment to encourage greater intrinsic motivation and accountability to themselves, fellow leaders, direct team, and customers.

We will showcase the blueprint on creating this environment by focusing on these key drivers, for self and team:

- *Purpose* – is the goal clearly defined and inspirational?
- *Personal Engagement* – do I have input into how our stated purpose is met?
- *Systems* – is the system I operate in aligned to our objective?
- *Feedback* – do my contributions matter and am I being afforded the opportunity to course correct?
- *Capability* – do I have the tools, resources, skills, and knowledge to complete my work with quality?
- *Measurement* – do I know what winning looks like?

When we are accountable to people and the business, we demonstrate care for each other. While we often hear the phrase, "we must hold people accountable," often this is a sign we haven't created the right environment in which people are inspired to take ownership. In this workshop, participants are challenged to discuss what it means to be accountable to ourselves (do what we say), accountable to each other (do what we agree to), accountable to the business (do what needs to be done), accountable to our people (do the work of leadership), and accountable to the customer (do what they expect.) Participants will: Consider the relationship between caring for people and inspiring accountability, differentiate between extrinsic and intrinsic motivation, and evaluate factors for accountability within their span of care, and where gaps may exist.

Date: September 11, 2019

Time: 8-10am (7:30am breakfast and networking)

Location: Oregon Bar Association - 16037 SW Upper Boones Ferry Rd, Tigard

Target Audience: Executive Leaders (President, CEO, COO, local top exec positions)

Cost: \$150 per person

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Inspire.

Know what drives you and the leadership behaviors that inspire others.

What do inspirational leaders do? When asked around the world, regardless of generation, background or culture, people invariably respond with the same list of actions. Inspirational leaders listen, build trust, grow people and form lasting connections with the people in their span of care. The result of great leadership? Inspired team members who lean in, are authentically dedicated, deeply accountable to their commitments and fully responsible to help others. In fact, inspiration is 27% more predictive of performance than engagement.

The first step to becoming a more inspirational leader is not learning a new set of skills or behaviors but rather learning what inspires and motivates you. While each of us has different and distinct values, identifying what drives us to be more intentional in how we think, act, communicate and make decisions. This class will move inspiration from an intangible leadership buzzword to a practical application we've seen work within teams across all industries, from airline companies to financial advisor firms.

In this experience, participants will:

- Be able to articulate individual value sets to increase authenticity and understanding
- Build trust to develop high-performing and resilient teams
- Use the skill of listening to value people and enhance relationships
- Learn recognition and celebration practices to encourage behaviors you want to see more of in your organizations

Inspire is taught at the world's largest airline, a top-tier professional sports team, a leading private retailer, a major oil company and the world's largest wine producer.

Date: September 11, 2019

Time: 12:30-4:30pm (snacks served)

Location: Oregon Bar Association - 16037 SW Upper Boones Ferry Rd, Tigard

Audience: Executive Teams (direct reports of those attending the AM session)

Cost: \$210 per person

Facilitator Bio: Paul Epstein



After a 12-year leadership journey in the sports business industry, Paul joined the Barry Wehmiller Leadership Institute, inspired by the partnership that BWLI and the San Francisco 49ers shared during his time with the NFL club. In his role, Paul is charged with forming impact-driven partnerships with a mission to transform the cultural landscape of business to embody a leadership philosophy of people, purpose, and performance. He now wakes up stimulated to follow his calling of unleashing the potential in others.

With BWLI, Paul has led engagements with the US Special Forces, a major airline, leading wine producer, non-profits, tech organizations in Silicon Valley, as well as professional sports franchises.

In his time at the 49ers, Paul served on an executive leadership team that discovered their organizational 'Why' and values, immersing himself to lead a culture transformation that resulted in the creation of the 49ers Academy, a top talent incubator in the industry fueled through the vision of placing people first and inspiring them through a greater purpose.

Paul received his MBA from the University of Michigan focused on leadership development, with a bachelors degree from USC in business. He currently lives in Pasadena, CA with his wife as they enjoy hosting memory-inspiring gatherings and travelling abroad.