

# Bob Woolverton, Leadership Speaker & Trainer

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## Keynote:

Motivation – Everyone Is Motivated. The Question is... Motivated Towards What?

## Abstract:

This talk about motivation in the workplace explores two competing beliefs about who bears the responsibility for motivating employees: the employees themselves or the employer. Bob discusses the importance of creating an environment that inspires and supports employee motivation rather than simply expecting employees to arrive at work motivated. Through this exploration, Bob highlights the significant role managers play in stimulating employee motivation and discretionary effort.

Six separate theories of human motivation are presented, showing how the theories interact and are influenced by personal and workplace influences. The audience gains insight into the various factors that influence employee motivation, including perceptions of fairness, fulfillment of basic needs, and the belief in personal efficacy. Bob emphasizes the importance of considering these factors when seeking to motivate employees.

By exploring the various theories of motivation and discussing the factors that influence employee motivation, managers gain the knowledge and tools needed to support and stimulate employee commitment and discretionary effort, ultimately contributing to improved workplace performance and outcomes.

## Testimonials:

I used the management techniques and supervisory style I learned from Bob to advance my career with great success, resulting in a senior executive role leading a national team. I still discuss management philosophy with Bob often.

- Edward Hopkins, V.P., Head of Corporate Security, Garda World

## Learning Objectives:

- Identify the six theories of motivation covered in the speech and analyze how these theories relate to employee motivation in the workplace.
- Develop a set of practical tools and strategies to create a motivating work environment that supports employee engagement and leads to improved workplace performance and outcomes, and understand the role of managers in using those tools to motivate employees.
- Evaluate the factors that influence employee motivation, including extrinsic and intrinsic rewards, individual autonomy, involvement in problem-solving, and inspirational guidance.

## References:

- Brian Trendler, Owner PNAw, LLC., email: [profnetassoc@gmail.com](mailto:profnetassoc@gmail.com) 425.420.6513
- Marcelle Allen, Co-Owner LAF Tech, email: [allenmarcelle@gmail.com](mailto:allenmarcelle@gmail.com) 360.420.9966

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