



The Just Do It Era Is Over – It's Time to Stop Pushing and Start Pulling

Since the 80's when Nike debuted the slogan "Just Do It", we have been conditioned to believe that discipline, hustle and relentless tenacity is what's needed to get results or even just survive in our busy worlds. This has resulted in record levels of burnout and disengagement, not just with employees but all the way up the C Suite.

The era of "Just Do It" era is over and it's time to put down the "Busy Badge of Honor." What got us here is not going to get us where we want to go.

Tara Butler Floch introduces *Pull Energy*—a game-changing approach that taps into your intrinsic motivation, helping you accomplish much more with greater ease. Instead of exhausting yourself with constant pushing, *Pull Energy* fuels your drive, keeps you engaged, and empowers you to navigate challenges with confidence.

In this eye opening and inspiring 45 minute keynote speech, Tara Butler Floch will:

- ☑ Uncover the truth behind the breakdowns
- ☑ Share her proven formula for creating sustained *Pull Energy*
- ☑ Highlight three key strategies to build desire and commitment, so you can stay motivated, get better results with less effort and have a heck of a lot more fun.

Ignite your intrinsic motivation so that you can unlock your greatest potential.

It's time to stop pushing and start pulling. Are you ready to heed the call?

Tara Butler Floch, PCC, CPCC
Speaker, Leadership Coach, Mentor

A seasoned speaker from the keynote stage to the board room, Tara passionately shares her thought leadership and messages of inspiration. Since 2000 when she sprouted her entrepreneurial wings, Tara has coached and mentored hundreds of talented Leaders and Leadership Coaches to create an even larger ripple effect of change in the world. As a former Executive of three companies, Tara knows all too well the joys, challenges and responsibility that leaders hold in their hands.