



The Just Do It Era Is Over –

Re-engaging and Re-energizing our People (and Ourselves) Again

Since the 80's when Nike debuted the slogan "Just Do It", we have bought into the idea that discipline, hustle and relentless tenacity are what creates results. This constant "Push Energy" has resulted in record levels of employee disengagement, "quiet quitting" and burnout, from the front lines to the C-Suite. The era of "Just Do It" is coming to an end 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.

To engage ourselves and our people again, we must tap into our desire, in order to create what Tara Butler Floch has coined "Pull Energy." Pull Energy is about igniting our intrinsic motivation so we are pulled into action and make an emotional commitment that sustains us, even when obstacles rear their ugly heads (because they will!)

In this paradigm shifting 60 minute keynote speech, Tara Butler Floch will shine a light on the truth behind the breakdowns, share her formula for creating sustained Pull Energy and highlight ways to build desire, commitment and engagement for you and your people, so that you can get better results with less effort and a heck of a lot more fun.

But more importantly, you will leave inspired to be the leader that connects your people to a greater sense of purpose and meaning in their work.

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



BROADVIEW

COACHING



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.