

Craig Nathanson, The Vocational Coach™ Workshop: How to create a motivated work force



About Craig:

Craig Nathanson is The Vocational Coach™....**speaker, author, professor and coach for mid-life adults.** Craig is dedicated to **guiding individuals to discover and experience their vocational passions in mid-life,** while making an income doing what they love!

Craig offers private coaching via skype and webcam, phone, in the office, retreats, and workshops worldwide.

Craig also offers personalized outplacement services, helping participants find more passion, meaning, and fulfillment in their work, and a more natural alignment of their abilities and interests.

Craig is the author of the books, *How to find the RIGHT work during challenging times: A new approach to your work and life after 40* and *P is for Perfect: Your Perfect Vocational Day.*

You will learn:

- **What motivation is**
- **Various philosophies and theories of motivation**
- **What motivates humans at various ages and stages**
- **Common approaches to worker motivation**
- **How NOT to motivate workers**
- **Why rewards don't work**
- **Top challenges in today's job market**
- **Why matching skill level and challenge level is so important**
- **The top 5 ways to improve worker motivation**

Food for thought, and tips you can use right away to help motivate your work force!

Interactive, thought-provoking, and you can apply what you learn right away!

Contact:

Craig Nathanson - The Vocational Coach™

P.O Box 2823, Petaluma, CA 94953

Phone: 707-775-4020

Fax: 866-279-5544

E-mail: craig@thevocationalcoach.com

Website: www.thevocationalcoach.com

