

**Presenter:**

David Suson

**Title:**

Leading to Attract, Retain, Motivate, Inspire Your Employees to Peak Performance

**Abstract:**

In today's work environment, it becomes harder and harder to attract top talent, motivate them to achieve your goals, create a collaborative work environment and then retain them. It is especially challenging when you have remote employees, manage virtually, have different personalities, ages, work ethics and especially when there is a lure of better opportunities elsewhere. Leaders want results. All the strategies and tactics in the world won't make a difference if your people won't execute and "follow you into battle". The key to better leadership is motivating your teams to want to execute, want to work harder, want to work as a team, all while improving morale. Anyone can force employees by threatening them. This session teaches a 180 degree approach. The approach being taught inspires, motivates, engages, and helps to attract better employees.

**Learning Objectives/Outcomes:**

1. Learn the 3 ways this leadership approach differs from traditional leadership
2. Use a simple process to increase engagement and loyalty
3. Implement strategies to drive performance

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Sample from AHIMA

<https://youtu.be/8NPIRjvlghM>

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Alternative:

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In a technical and competitive field, it becomes harder and harder to attract top talent, motivate them to achieve your goals, create a collaborative work environment and then retain them. It is especially challenging when you have different personalities, ages, work ethics and especially when there is a lure of better opportunities elsewhere. Leaders want results. All the strategies and tactics in the world won't make a difference if your people won't execute and "follow you into battle". The key to better leadership is motivating your teams to want to execute, want to work harder, want to work as a team, all while improving morale. Anyone can force employees by threatening them. This session teaches a 180 degree approach. The approach being taught inspires, motivates, engages, and helps to attract better employees.

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