

DR. BRUCE

KEYNOTE OR WORKSHOP FORMAT

Turn Managers into Coaches

“I’ll run through the wall for my coach” is a popular expression in sports, but I’ve never heard that said about a manager in corporate America. I believe we are in a coaches movement where people want to be motivated and inspired. Not managed. This workshop will equip your managers with the tools to establish their natural coaching style.

Notable Accolades

Who is Dr. Bruce Lund?

- PhD in Human Performance at age 29.
- Published in scholarly leadership journals.
- Ranked in the top 1% of speakers by organizers.
- Stages include Los Angeles Convention Center and New York City Marriott Marquis.
- Coached thousands over the past decade.

Workshop Keypoints



Recruit and Attract

To attract other people we must become more attractive. Increase your influence.



Train and Develop

Training isn’t something we did, it’s something we do. It’s an ongoing process.



Retain and Empower

Successful organizations not only retain their talent but they leverage them.

* Visit www.brucelund.com for full reviews and topics.



“Dr. Bruce is one of the best speakers I’ve ever heard in my 30+ years attending conferences”



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