

Positive Accountability

How to Create the Results You Want with the People You've Got

In today's fast-moving business environment, leaders are constantly needing to find ways to do more with less. They need to get more out of each person on their team. And they need to keep raising the bar in terms of what's expected – day after day after day. This can feel stressful and exhausting for everyone involved.

The problem is that most leaders try to increase results in ways that decrease, rather than increase, productivity. Changing how you hold people accountable can dramatically increase their effectiveness and engagement, while reducing turnover and conflict.

In this speech, Dr. Whetten shares the real reason why it can seem so hard to create positive accountability. He teaches leaders the essential key for how to do more with less. And he demonstrates why this is the essential skill for managing Millennial and Generation Z employees. Leadership questions explored in this session include:

- How can I do more with less, without alienating others or burning people out?
- How can I hold people accountable in positive ways?
- How can I develop more trust in myself and my leadership?
- When is punishment appropriate and how can I do it effectively?

Dr. Whetten, drawing on the lessons of his best-selling book *Yes Yes Hell No!*, provides participants with specific tools for creating positive accountability. Where other programs on accountability try to control the symptoms, Dr. Whetten teaches participants how to address the root cause.

Value for Participants

Participants will leave with a new understanding of what makes people want to be held accountable and how to do so in positive ways; a powerful tool for how to shift from negative to positive accountability; a new understanding of trust and how to create it; and specific strategies for how to use these tools to upgrade their effectiveness as a leader.

Leadership Topics

- Motivating others
- Increasing trust with self and others
- Authentic leadership

Available Formats

- 60 minute keynote
- 3 hour workshop
- 8 hour workshop





CORE COACHING

Speaker Bio – Brian Whetten, Ph.D.

By the age of 30, Brian had earned a Berkeley Ph.D. in computer science, raised \$20 million for two Silicon Valley startups, become an internationally known academic and speaker, been part of a \$400 million IPO – and burned out twice. Determined to find a more sustainable path, he left his career for six years of full time personal growth work, including a M.A. in Spiritual Psychology from the University of Santa Monica.

Today, Brian is the author of the #1 International Amazon Best Seller, *Yes Yes Hell No! The Little Book for Making Big Decisions* as well as a regular column on the Huffington Post. With diverse appearances ranging from NBC to MIT, he is considered one of the foremost experts in the fields of conscious business and authentic leadership.

As the President of Core Coaching, Dr. Whetten has worked with leaders from dozens of the world's top companies, including Disney, Barclays Capital, Novo Nordisk, Invacare, KPN and SAP; and he has coached hundreds of professional coaches and therapists.

That said, what *really* excites Brian is his family. He lives in Los Angeles with his wife Nicole, where they spend much of their time wondering how their two daughters can be so cute.



To book Dr. Whetten for your event, email bookings@corecoaching.org or call 818-334-5809



CORE COACHING

#1 International Amazon Best Seller

“One of the most simple and powerful technologies I’ve ever seen for making big decisions in life, from one of the great coaches and leaders in the field.” – Jack Canfield, 500 Million Copy Best Selling Author

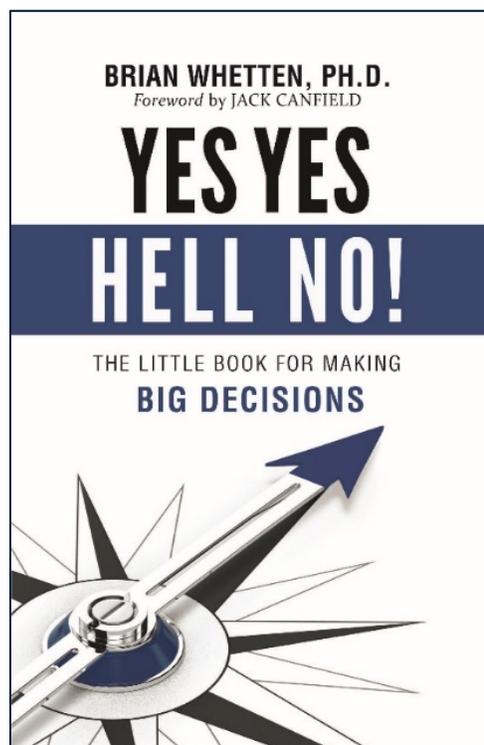
“Cuts like a diamond.” – Steve Chandler, Best Selling Author of 30 Books, including 100 Ways to Motivate Yourself

“Brian Whetten demystifies the hidden process of effective decision making in this straight talking new book. It’s indispensable.” – Barnett Bain, Producer of What Dreams May Come

“This may be the most impactful book you’ll ever read.” – Steve D’Annunzio, Author of The Prosperity Paradigm

“A simple, powerful tool that gets into your bones, immediately affecting all of your decisions.” – Brennan Smith, Author of The Art of Inspired Action

“A brilliant road map for achieving success and fulfillment in life and business.” – David Steele, Best Selling Author and Founder of the Relationship Coaching Institute



Amazon Reviews

“I have never in my life been surprised by a book like this. It came out of nowhere (a side suggestion by one of my business colleagues) and I cannot put it down.” – Samir Selmanovic

“Hell YES! As a veteran of top-notch self-help/personal growth programs, I thought I’d pretty much seen it all, but WOW! I was delighted to read Brian Whetten’s fresh, effective, humorous approach.”
– Heather

“Best Book I Read in All of 2015! Started reading it as soon as it arrived and could not put it down, as each chapter flowed perfectly into the next.” – Colleen Ladwig

“After (40) years in personal growth, this is the BEST BOOK that DISTILLS it ALL down!!!” – Bart

“It’s quite rare for a book to be so inspiring and so actionable at the same time! If you decide to take the red pill and put what you read into action then this book can transform your life.” – Bill Valandreas

“I had a hard time putting it down and probably irritated my family over the holidays.” – A. Paz

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