



# John Ullmen, Ph.D.

Managing Director  
MotivationRules.com

Speeches - Seminars - Webinars - Coaching

*How to Motivate Stronger Performance  
and Engagement Without Pay or Promotion*

## **What People Are Saying About Dr. Ullmen's Speeches**

*"Dr. John Ullmen is an extraordinarily compelling speaker. The audience was hanging on every word...As an executive coach, he diagnosed issues very insightfully, in ways that both surprised me and were uniquely helpful. I strongly recommend him."*

--Demitri Hollevoet, Vice President  
Merrill Lynch

*"The participants of our program truly enjoyed your presence, as is evident in one of the surveys for the day: 'Professor Ullmen's lecture was what I enjoyed most during today's session. You guys should bring him back next year!'"*

--Alex Lawrence, Executive Director  
Riordin Programs  
UCLA Anderson School of Management

*"Inspirational and informative and presentation! The case study about the personal friend and colleague was helpful and touching. I will personally attempt to put this to work right away."*

--Chris Benedict, Portfolio Manager  
Morgan Stanley Smith Barney

*"Dr. John Ullmen had people out of their shells inside of two minutes. Within 5 minutes he had communicated more networking wisdom than I had received in any sales training in my 15 year career as a salesman and manager of salespeople."*

--Mark J. Marriott, President  
Occidental Business Associates

Dr. John Ullmen is an internationally acclaimed executive coach and commended lecturer at the UCLA Anderson School of Management, where his course was voted by students as one of the "Top 10" experiences in their graduate program.

As a social scientist, executive coach, author and speaker, he advises businesses, organizations and individuals on how to motivate behavior change for stronger performance, growth and morale.

## **PROGRAMS**

### **The Motivation Equation:**

What Four Steps Inspire Great Results  
Even During Difficult Times?

### **How to be an Inspiring Leader and a Motivating Manager**

**Get Past Procrastinating and Beyond  
What Blocks You:** How to Change  
Your Behavior and Make It Stick

We give you motivation strategies to:

*Inspire better performance from  
your team.*

*Gain more positive influence in  
your organization.*

*Build more business and win  
more clients.*

*Conquer your motivation  
challenges.*



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## Our Programs Focus on Helping You Take Effective Action. You'll Learn:

- ✓ The two key reasons why attempts to motivate ourselves and others often fail.
- ✓ Why most motivation techniques only work for short periods of time.
- ✓ The key motivational factor missing from most goal-setting strategies.
- ✓ The most important personal factors to focus on to increase motivated action.
- ✓ How to determine the specific conditions under which different people will respond most effectively.
- ✓ The four steps can you take anytime, anywhere to increase motivation.

### The Rules of Motivation

#### 1. Good Intentions Aren't Good Enough

*→What they need drives more than what you intend*

#### 2. The Carrot and Stick Doesn't Stick

*→Rewards and penalties sometimes secure temporary compliance, but never ongoing commitment.*

Social science and practical results confirm:  
To gain and sustain the best results, you need to decode the motivation DNA of others--and yourself too.

Visit [MotivationRules.com](http://MotivationRules.com), sign up for our free newsletter, and you will receive our *Decoding Motivation DNA* document.

*"John finds ways to think outside the box you created for yourself. You always finish a conversation with John with new ideas...It's a great feeling: you walk away with lots more options but still feel confident and poised as an executive."*

--CEO of a Professional Services Firm

Dr. Ullmen's clients span a wide range of Fortune 500 firms and industry leaders in technology, media, entertainment, consumer products, healthcare, biotech, finance, banking, real estate, professional services, construction, defense and government agencies.

He is also the coauthor of a highly praised series of leadership fable books including:

***Invisible Bridges: Building Business Relationships for Results***

***Which Bird Gets Heard? How to Have Impact Even in a Flock***

***Who Wins Conflict? The Creative Alternative to Fight or Flight***

He holds a B.S. from the U.S. Air Force Academy, a Master of Public Policy from Harvard University, and a Ph.D. in Organizational Behavior from UCLA.