

# Fire Up Your Team!

## Surprising Strategies for Cultivating Commitment

Commitment is the secret sauce of top teams and high performers. It makes the difference between phoning it in and achieving something extraordinary, and between being the Best-of-the-Best or just One-of-the-Rest. Unfortunately, common leadership practices can dampen commitment and limit the kind of engagement teams need most. Instead of building buy-in or firing up a team, these practices leave members feeling burned, burnt up, or burned out instead.

In this powerful and entertaining engagement, Dr. J reveals the danger of these conventional approaches, and unpacks three counter-intuitive strategies for cultivating commitment in the people you lead and serve. He uses humor, research, and story to describe the psychological principles that supercharge influence and strengthen teams, and he equips you to put them to work right away. If you're a leader or team member, this experience will fire you up personally and equip you to fan the flames of others.

### Learning Objectives & Takeaways

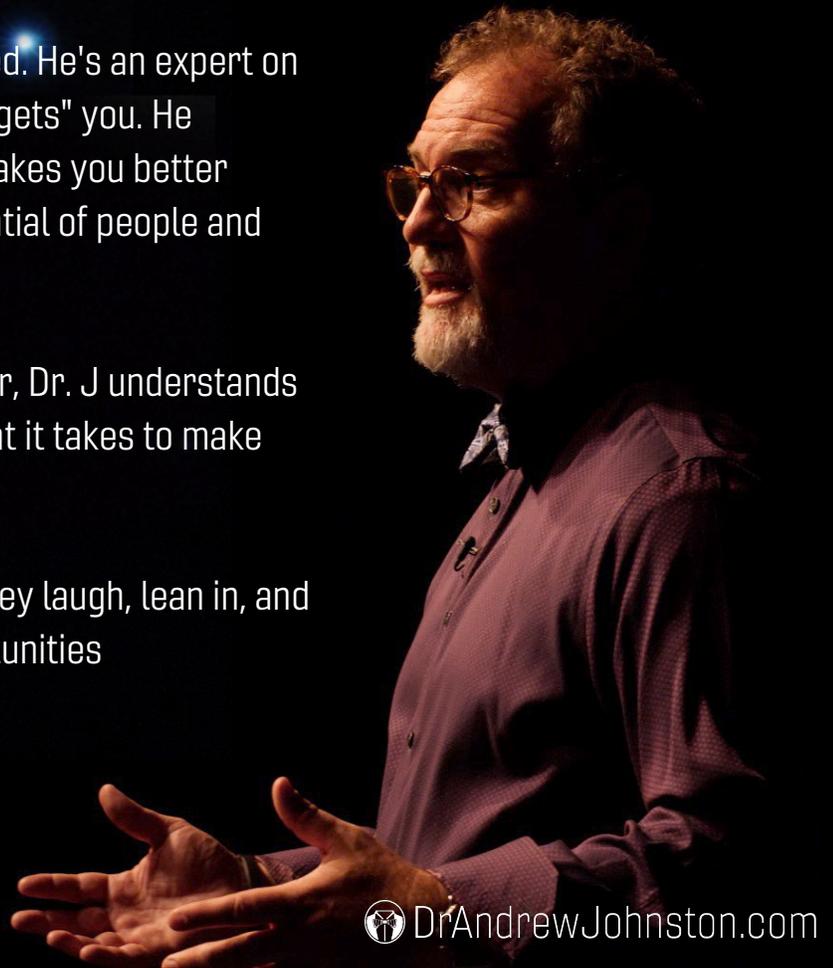
- Discover common leadership instincts that quench a team's fire
- Identify strategies that increase the confidence and capacity of teams
- Explore crucial differences between Doers and Leaders
- Adopt perspectives that increase a team's power
- Learn to manage Psychological Distance for maximum influence
- Learn to leverage expectations and dodge the danger of self-fulfilling prophecies

# Dr. Andrew Johnston unlocks the potential of people and teams.

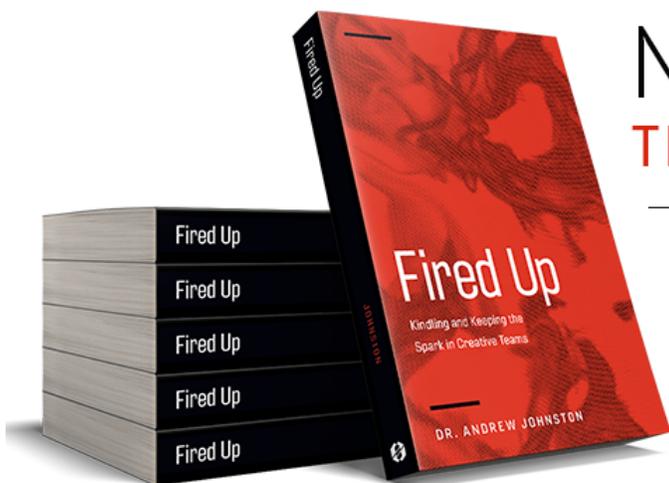
Dr. J is the hip professor you always wanted. He's an expert on leadership and team development, but he "gets" you. He connects with you, encourages you, and makes you better every time you meet. He expands the potential of people and teams and helps them inhabit it fully.

As a trained counselor and seasoned leader, Dr. J understands what makes people and teams tick and what it takes to make them the best they can be.

He knows how to engage an audience so they laugh, lean in, and leave ready to make the most of the opportunities and relationships in their world.



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