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# REAL RECOGNITION RADIO

with Roy Saunderson & S. Max Brown every Tuesday at 1:00 et.



*The show that is all about building relationships, inspiring greatness and creating a workplace where people can thrive.*

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## Real Recognition Radio

### Archives Available

**July 27th 2010: The Why of Work: Creating Meaningful Work and Workplaces**

According to the authors of "The Why of Work", Dr. Dave Ulrich and Dr. Wendy Ulrich, we all seek a sense of purpose, contribution, connection, value, and hope through our work, this is what drives us and keeps us engaged. On this Real Recognition Radio episode, the Ulrichs will help you unravel the root of what motivates your employees and learn how to create leaders that will change the workplace. Listen in this week to discover how to become a "meaning maker" and how this helps you improve productivity, customer satisfaction and your bottom line.

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## Featured Guests



### Dave Ulrich

Dave Ulrich, Ph.D., is a professor of business at the Ross School of Business, University of Michigan and co-founder of The RBL Group. He has written 23 books, including The Why of Work, he was named a top management thought leader in Businessweek, Fortune, Financial Times, The Economist, and People Management, and serves on the Board of Directors for Herman Miller and the Board of Trustees of Southern Virginia University.

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### Wendy Ulrich

Wendy Ulrich, Ph.D., M.B.A., has been a practicing psychologist for over twenty years and is the author of two books, including The Why of Work. She is the founder of Sixteen Stones Center for Growth in Utah, which offers seminar-retreats on creating meaning in life.

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