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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

Ranked as the #1 management guru by Business Week, profiled by Fast Company as one of the world's top 10 creative people in business, a top 5 coach in Forbes, and recognized on Thinkers50 as one of the world's leading business thinkers, Dave Ulrich has a passion for ideas with impact. In his writing, teaching, and consulting, he continually seeks new ideas that tackle some of the world's thorniest and longest standing challenges. His bestselling books and popular speeches shape the corporate agenda. Dave has written 30 books and over 200 articles that have shaped three fields: organizations, effective leadership and the HR profession. In helping shape the HR profession, he has been

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Wendy Ulrich

Wendy Ulrich has been a practicing psychologist for over 20 years.... and is the Founder of 16 Stones Center for Growth,.... which offers seminars and retreats on creating abundance and meaning. She has authored two books on personal change.

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