

OUR PLAN IS TO USE DESIGN PSYCHOLOGY TO MAKE OUR APPS MORE ADDICTIVE.

IDEALLY, WE WANT TO STRIP PEOPLE OF THEIR FREE WILL AND TURN THEM INTO MINDLESS UPGRADING ZOMBIES.

I'D FEEL BETTER IF WE CALLED THAT "MARKET-ING."

I NEED **YOU** TO BE MORE MINDLESS TOO.

Dilbert

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70

66

Think of a Tree



Winning
Well Mindset

1



"How do you
make it so
beautiful?"



Motivate me...?



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Don't Motivate, Cultivate!

An Inside Job

2

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How to Cultivate?



Seek **STRENGTH**
Don't focus on frailty.

Humility



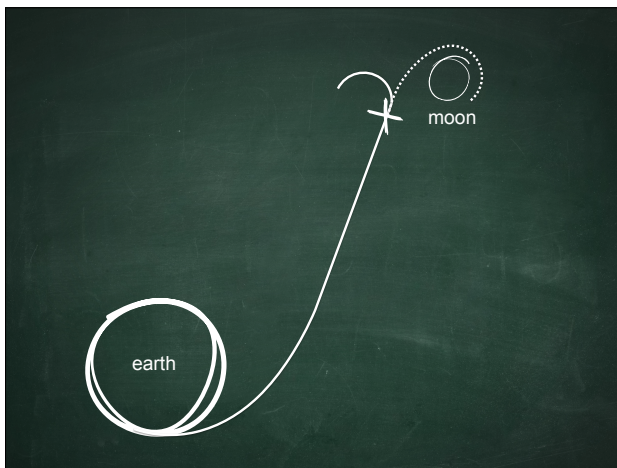
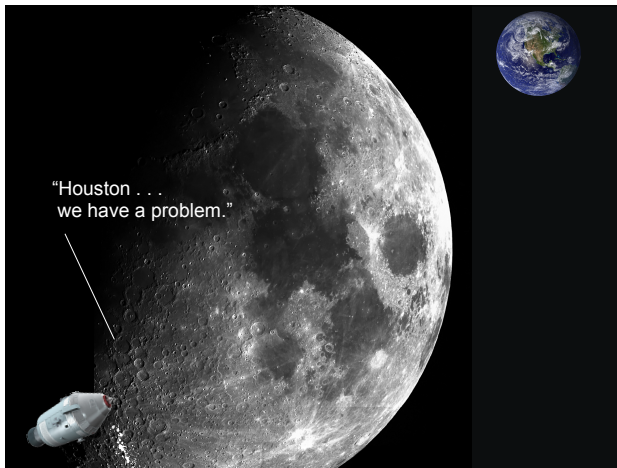
Confidence

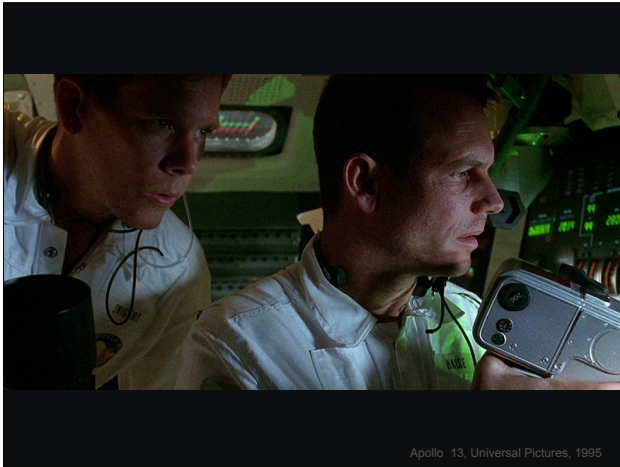
Confidence
and
Humility

Relationships Lead to Lasting Results

3

 davidmdye





Apollo 13, Universal Pictures, 1995

"Gentlemen, what are
your intentions?"

- Apollo 13, Captain Jim Lovell

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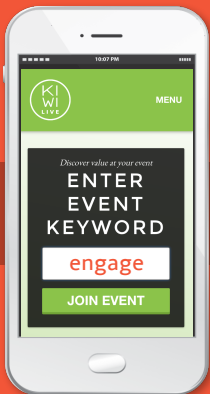


Results Start with Clarity



What does
success look like?

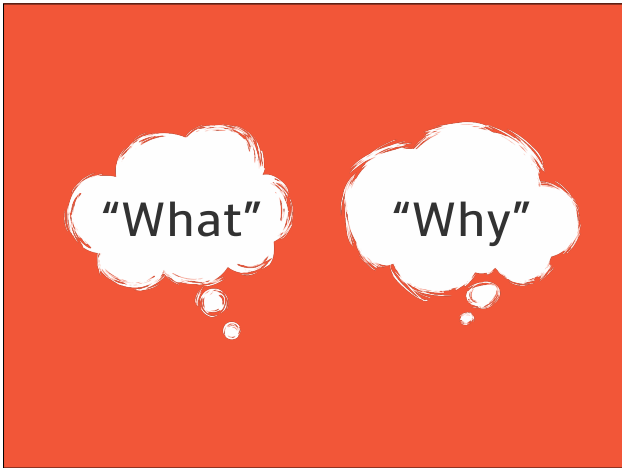
Clear expectations
energize.

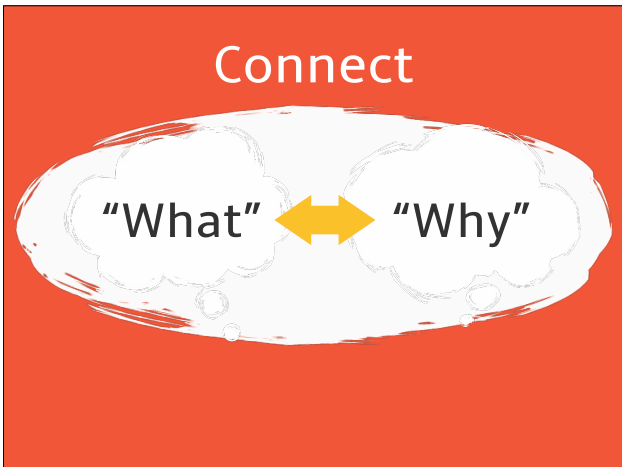


Get free stuff.
Give some feedback.

KiwiLive.com
keyword: **engage**







"If your team is filled with people who work for the company, you'll soon be defeated by tribes of people who work for the cause."

- Seth Godin, *The Icarus Deception*

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"What's your why?"

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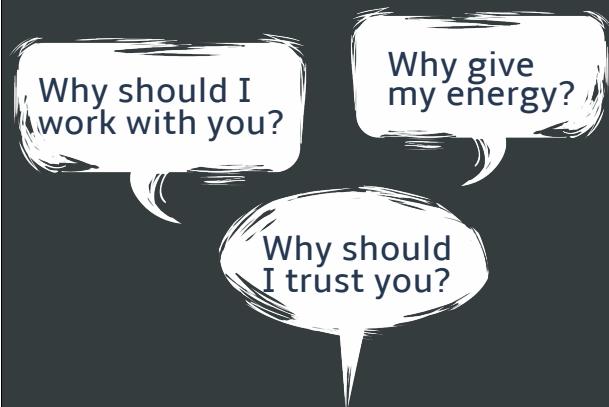




Clear expectations
include "the why."









Walk with them.
They'll walk with you.

Winning Well Leadership Formula

$$L = R^2$$



The Power of 'And'

How do
we achieve
meaningful
results?

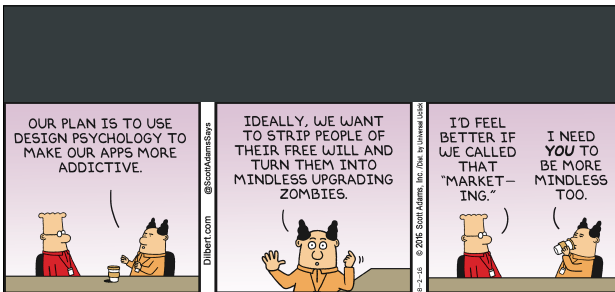
How do
we
build
relationships?

$$L = R^2$$

40%

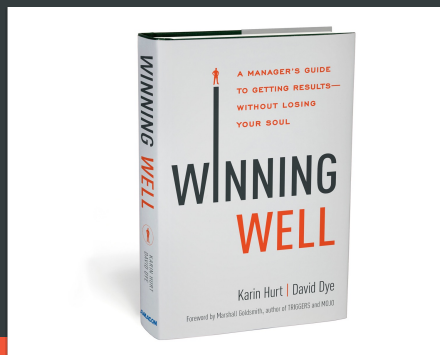
80%





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Spoiler Alert





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Dont Motivate, Cultivate!

How to Get Lasting Results
Without Losing Your Soul (or Mind!)

WINNING WELL



#Eventhashtag

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