

SANDY ASCH

RALLY: HOW TO CREATE MASSIVE STAKEHOLDER ENGAGEMENT

People are tired of just showing up every day to perform a job. They want a sense of purpose at work. In fact, individual desire to have a positive impact in the world often ranks higher than pay scale when selecting a job. Millennials, in particular, want to feel like their work has real purpose, and they want to be home for dinner.

How do you cast a vision for greater purpose that wins the hearts and minds of all stakeholders? How do you create a profound sense of meaning that offers employees, volunteers, donors and even clients a sense of pride, satisfaction and fulfillment?

When you rally your stakeholders to support your goals, and apply all their talents, skills and genius to architect great ideas, products and services, you create a successful future.

PARTICIPANTS IN RALLY WILL:

- Identify the 5 core beliefs that drive engagement
- Learn how to align your team around your vision and purpose to drive engagement
- Understand how Massive Transformative Purpose (MTP) energizes and inspires peak performance
- Explore how to “velcro” stakeholders to your “why”

Sandy Asch, Principal Alliance for Organizational Excellence LLC, bestselling author of *ROAR: How to Build a Resilient Organization the World Famous San Diego Zoo Way*, internationally recognized speaker, global consultant, best place to work expert, woman of influence and architect of the Resilience at Work™ model.

Asch partners with companies globally to create workplaces that are passionate, focused, healthier and resilient.

30,000 leaders in 350+ companies in 50 countries and 6 languages have implemented her strategies to win best place to work awards, embrace change, navigate mergers and cultivate artful leaders.

Sandy’s presentations are uniquely high-content and high-participation, engaging CEO, HR and leadership audiences globally in practical discussions to activate meaningful results.

IN EVERY PERSON
THERE IS UNLIMITED
TALENT, SKILL
AND CREATIVITY,
THAT WHEN
UNLEASHED, CREATES
UNPRECEDENTED
POSSIBILITIES.

—SANDY ASCH



ABOUT ALLIANCE FOR ORGANIZATIONAL EXCELLENCE

We are changing the DNA of organizations globally to cultivate resilience and generate exponential value for all stakeholders. We do this by establishing a code of conduct where integrity, impeccability of the word, accountability, focused action, win-win relationships, balance and fun are ‘business as usual’. The bottom line: improved results.



SANDY@UEXCEL.COM | [832.491.1738 CT](tel:832.491.1738) | UEXCEL.COM | THEROARBOOK.COM