



# LEAD WITH RELATIONSHIP™

The way we treat people  
at work is broken.

**Together, we can fix it.**

**Jason Lauritsen**  
Creator, The Check-In Method™  
Speaker, Author, Employee Engagement Expert

Leaders everywhere are asking

# “HOW DO YOU ATTRACT THE RIGHT PEOPLE AND GET THEM TO STAY?”

And you hear the same things over and over:

“ Pay them more.

“ Offer cool perks.

“ Give them better benefits.

But you know that's not enough.

Your people want a fair deal,  
but if you want their best performance,  
they need MORE.

## To unlock the potential of your people, you must Lead With Relationship

- Manage in a way that puts those you lead *first*.
- Free your people to do their best work and empower them to deliver.

Doing this completely changes your business for the better—and improves your employees' lives, too.

That's how you **unlock engagement, retention, and performance.**

And that's how you become known as one of the Best Places to Work in the world.

**You just have to  
Lead With Relationship**



# HI, I'M JASON

I was a corporate executive for almost a decade, and I've been a **workplace optimist** my entire life.

I've always been insatiably curious about WHY work is broken — and why the way we TREAT people at work is broken — ever since I was a kid growing up on a farm in Iowa, witnessing my dad being mistreated by his boss.

For far too many people, work sucks. My question was, "Why?" I knew it didn't have to be that way. After sifting through thousands of employee surveys later on in life, I finally figured it out:

## We experience work as a **RELATIONSHIP**.

If we want to fix work, we need it to feel like any other healthy relationship in our lives. If we want our people to feel ENGAGED at work, then they need to feel appreciated, trusted, and cared for. And, if we want them to give their BEST at work, then we need them to feel empowered to explore their full potential.

Today, I lead keynotes, training, and retreats that help organizations, leaders, and teams break free of outdated paradigms, so they can transform how they work, lead, and live.

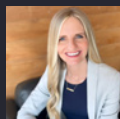
**We're redefining work,  
one relationship at a time.**

Will you join us?



## JASON IS AN OUTSTANDING TRAINER, FACILITATOR, AND ENGAGING SPEAKER.

Our organization strives to make work a meaningful experience of growth, challenge, and purpose. Jason provided our leaders an opportunity to think differently about workplace engagement, their relationship with work and, most importantly, their impact at home."



### **Samantha Parker**

Manager of Human Resources and Support Services,  
NMPP Energy

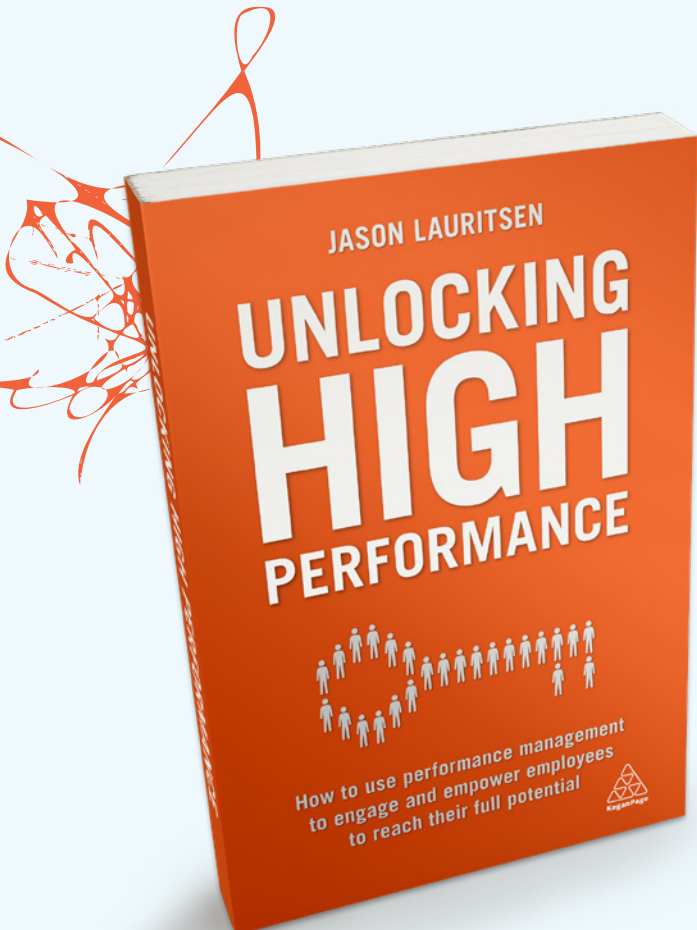




“In *Unlocking High Performance*, Jason Lauritsen greets us with a hopeful, affirming message: work can be much better — more challenging and more fulfilling — if we do things differently. He shows how common practices like annual performance appraisals may be holding you back — and how you can

## IMPROVE EMPLOYEE ENGAGEMENT AND BRING EXCITEMENT AND PRODUCTIVITY BACK TO THE WORKPLACE.”

**Daniel H. Pink** Author of *When and Drive*



*Unlocking High Performance* shows you how to get the best out of your people by designing a performance management process that improves the employee experience, helps people reach their full potential, and delivers exceptional business results.

- **Get the tools you need** to create clear expectations and goals, deliver effective feedback, and develop a culture of coaching rather than criticism
- **Receive practical guidance** on how to identify and remove obstacles, effectively manage underperformance, and get buy-in for change
- **Learn from a variety of tips and examples** from organizations including Vistaprint, NVIDIA, and South Dakota State University

# KEYNOTES

Keynotes that help audiences see what's possible when they

## Lead With Relationship



**“IF YOU’RE LOOKING FOR A SPEAKER THAT ABSOLUTELY MUST DELIVER, JASON SHOULD BE AT THE TOP OF YOUR LIST.”**

There are many speakers on the circuit who tout their ability to drive performance, culture, and stronger leadership. Few speakers can both engage audiences AND partner with companies to ensure their message aligns with business needs. Jason is one of the special ones. I have had the pleasure of working with him on a ton of speaking and content opportunities, and he consistently crushes it.”



**Kevin Mullins**

Speaker and Content Lead  
Workhuman Live

KEYNOTE #1

# LEAD WITH RELATIONSHIP

## The True Path to Employee Engagement

This impactful keynote inspires your audience to transform how they lead by helping them to understand one fundamental truth:

### We ALL experience work like a relationship.

That means we crave the same things from work that we do ANY important relationship in our lives: acceptance, appreciation, and commitment.

Through this eye-opening talk, Jason delivers an experience that helps leaders put an end to any outdated ways of managing people, so they can instead liberate employees to deliver their best.



#### THIS KEYNOTE IS IDEAL FOR AUDIENCES WHO ARE:

- › **Struggling** to engage employees
- › **Seeking** to create more fulfilling experiences for people at work
- › **Ready** to unlock the full potential of those they lead

#### YOUR AUDIENCE WILL LEAVE WITH:

- › **A better understanding** of what it takes to keep people engaged
- › **Deep insights** into how to get the best out of their people
- › **A new outlook** on leadership

# CHECK IN BEFORE THEY CHECK OUT

## How to Engage and Retain Top Talent

The Check-In Method presented in this keynote empowers audiences to self-assess their relationships with those they lead. In doing so, they learn to turn opportunities for connection into the support employees need to be happy, effective, and productive.

### The Check-In Method helps audiences become the leaders people want.

By learning this fail-proof formula to strengthen their relationships with individuals and teams, each attendee uncovers the secret to dramatically improving retention, performance, and engagement.



#### THIS KEYNOTE IS IDEAL FOR AUDIENCES WHO ARE:

- › **Struggling** to engage in challenging conversations with those they lead
- › **Seeking** to elevate employee performance
- › **Wanting** to solve the challenge of employee retention

#### YOUR AUDIENCE WILL LEAVE WITH:

- › **A process** to help them immediately improve how they relate to people on their teams
- › **An understanding** of what it takes to inspire peoples' best work
- › **An approach** to leading others that ensures retention and performance

# SOCIAL GRAVITY

## Unleashing The Power Of Relationships

We've heard it our whole lives,  
*"It's not what you know, but WHO you know that matters."*

In this dynamic keynote, Jason teaches audiences how they can make a bigger impact, move their organizations forward, and fuel their success by leveraging the profound power of relationships.

Jason shares the Six Laws of Social Gravity and invites audiences as a roadmap to help attendees transform their careers, businesses, and lives for the better.



### THIS KEYNOTE IS IDEAL FOR AUDIENCES WHO ARE:

- **Seeking** to understand how they can achieve greater personal and business success with more ease
- **Grappling** with a lack of purpose or belonging at work
- **Wanting** to build a network that contributes to their success, happiness, and wellbeing

### YOUR AUDIENCE WILL LEAVE WITH:

- **The 6 Laws of Social Gravity**, and how they relate to their success
- **Powerful tools** to attract ideas, information, and opportunities
- **The ability** to start being more intentional and skilled in the way they grow their network