

Recruiting and Motivating Champions: Leadership Strategies for Building a High Performing Team of Advisors

Program Deliverables: Provide managers and leaders with the knowledge and strategies needed to identify, attract, and motivate top producers. Teach leaders the interviewing and motivational techniques needed to eliminate complacency and build an office/complex of high-achieving advisors.

Program Description

Are you challenged by advisors who have become complacent and lack the motivation to take their practice to the next level? Learn the management skills essential to motivating and building a high performance team of advisors. Dr. Jensen provides you with research-based, field-tested strategies for surrounding yourself with top producers.

In the world of sports, champions are both recruited and developed by top coaches. Dr. Jensen will share his experiences with sports' greatest athletes and coaches as he teaches you the keys to recruiting and developing high-achieving advisors. This program addresses:

- The cause of complacency and what you can do about it
- Applying the science of motivation to drive success
- Motivational techniques for influencing advisor behavior
- Interviewing strategies for identifying and attracting prospective top producers
- Uncovering advisors' potential - - before you hire them

Dr. Rick Jensen



Dr. Rick Jensen is a world-renowned performance coach, sport psychologist, and author. In golf, his clients include more than 50 touring pros on the PGA, LPGA and Champions Tours who have combined to win over 200 tour victories and 33 major championships. Dr. Jensen has also trained tennis champions including winners of all four Grand Slam championships.

In the world of financial services, Dr. Jensen has consulted with top firms including Merrill Lynch, Morgan Stanley, UBS, LPL, and Wells Fargo. He has coached hundreds of financial advising teams and trained management at all levels.

Dr. Jensen is the author of *Drive to the Top: 5 Timeless Business Lessons Learned from Golf's Greatest Champions* and *Easier Said Than Done: The Undeniable, Tour-Tested Truths You Must Know (and Apply) to Finally Play to Your Potential on the Golf Course*. He has been featured on ABC, ESPN, CNN, and the Golf Channel, and is also a contributing writer for Golf Digest and GOLF Magazine.