

SUSAN FOWLER

• *Speaking Kit* •

Motivation is a skill — Susan Fowler has spent decades proving it. She delivers keynotes that don't just inspire, they shift the way your audience thinks about motivation and what it means to thrive.



Keynote Speaker · Bestselling Author · Motivation Science Expert

MOJO MOMENTS®

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1

WHY MOTIVATING PEOPLE DOESN'T WORK... AND WHAT DOES

• *Leaders, Managers, & Coaches* •

The people you lead are burned out, distracted, and harder to reach than ever. AI is reshaping their roles faster than anyone anticipated. Hybrid work has fractured the informal trust that once held teams together. And through all of it, leaders are being asked to do the one thing motivation science says cannot be done: motivate people.

The effort is exhausting and the irony is that it's making things worse. In a world that is already brittle, anxious, and uncertain, the standard prescription — more urgency, more incentives, more pressure — systematically erodes the very conditions that produce genuine performance. People don't become unmotivated when needs go unmet. They become differently motivated. They disengage, comply without caring, or burn out entirely. This signature keynote:

- Is grounded in six decades of Self-Determination Theory research.
- Has been field-tested across organizations around the world.
- Dismantles the assumption that leaders can give, create, or transfer motivation to others and replaces it with something more powerful: the science of creating conditions in which people generate their own Optimal Motivation™.
- Shows leaders how three core psychological needs — Choice, Connection, and Competence — are the actual levers of sustainable performance, and precisely why today's workplace conditions thwart them at scale.
- Teaches a leadership skill set built for a world where the old tools no longer work, and the human need to thrive has never been more urgent.

**THIS IS NOT A PUMP-YOU-UP TALK. IT IS A FUNDAMENTAL
RETHINKING OF LEADERSHIP — ONE YOUR AUDIENCE WILL FEEL
THE MOMENT THEY WALK OUT THE DOOR.**

YOUR AUDIENCE WILL LEAVE KNOWING:



Why incentives, accountability pressure, performance recognition undermine the very outcomes leaders are trying to produce, and what the science says to do instead.



Why today's most pressing workplace challenges — burnout, disengagement, change fatigue, AI disruption, and hybrid disconnection — are motivational problems at their root, and why addressing the quality of motivation is the missing lever.



How to recognize the difference between suboptimal and Optimal Motivation® in yourself and the people you lead and why that distinction matters more than effort, attitude, or intent.



A practical, field-tested framework, the Spectrum of Motivation, for building the conditions where thriving comes first and achievement follows.



Great for leaders, managers, HR professionals, coaches, and anyone responsible for the performance and well-being of others.



Virtual and in-person options that range from 45 minutes to full-day workshops.



Recommended reading: *Why Motivating People Doesn't Work... and What Does* (Susan's best-selling book is available in bulk for conference orders; ask about quantity discounts.)



Includes *What's Your MO?* survey to discover your Motivational Outlook for a goal or challenge.

2



MOJOTHRIVING™ IN THE AGE OF AI

• *Individuals & All Audiences* •

AI is not just changing how you work, it is testing whether you can generate your own motivation in a world built to generate almost everything else for you. The inevitability of an AI-driven world narrows your sense of agency, threading fear of replacement through decisions that once felt like your own. AI assistants are reshaping what connection means, often without your awareness. The sheer unfamiliarity of navigating a world with no established playbook leaves even highly capable people questioning their own competence. The instinct is to resist AI or surrender to it, mastering every new tool out of fear of falling behind, or leaning on its endless patience as a stand-in for real connection.

Susan Fowler shows audiences:

- How the three core psychological needs — Choice, Connection, and Competence — determine whether they thrive or merely cope.
- How AI is thwarting each psychological need: narrowing choice through the fear of irrelevance, eroding connection through relationships engineered to feel real, and undermining competence through unprecedented ambiguity.
- A new personal skill set built for a world with no map, and a human need to thrive that technology cannot meet on your behalf.

Grounded in six decades of Self-Determination Theory research and applied by individuals globally, this keynote dismantles the assumption that keeping pace with AI is a race to learn more, produce more, or feel more certain, and replaces it with the science of generating your own Optimal Motivation®, a source of vitality no algorithm can provide or take away.

THIS IS NOT A TALK ABOUT RESISTING AI OR RACING TO KEEP UP WITH IT. IT IS A FUNDAMENTAL RETHINKING OF WHAT IT MEANS TO THRIVE AS A HUMAN BEING IN A WORLD BEING RESHAPED BY FORCES NO ONE FULLY CONTROLS.

YOUR AUDIENCE WILL LEAVE KNOWING:



Why trying to out-learn, out-produce, or out-adapt AI leaves you more anxious, and what restores your sense of Choice when AI's pace feels inevitable.



Why today's most disorienting AI-era experiences — job insecurity, algorithmic relationships, decision fatigue — are motivational problems at their root, and why the quality of your motivation, not your tech fluency, is the missing lever.



How to tell the difference between a relationship that meets your need for Connection and one engineered to simulate it, so you invest your energy in support that is real.



A personal, portable practice — the Spectrum of Motivation and MojoThriving's Identify-Shift-Reflect process — for generating Optimal Motivation® in the face of any disruption, so you thrive first and adapt as a natural result.



Great for professionals, educators, individuals, healthcare providers, parents, and anyone navigating work, relationships, or identity in an AI-driven world.



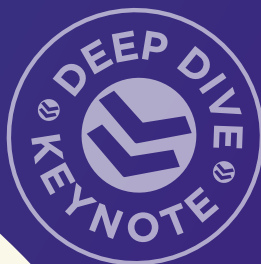
Virtual and in-person options that range from 45 minutes to full-day workshops.



Recommended reading: *Master Your Motivation: Three Scientific Truths for Achieving Your Goals* (Susan's book is available in bulk for conference orders; ask about quantity discounts.)



Includes *What's Your MO?* survey to discover your Motivational Outlook for a goal or challenge.



3

BEFORE YOU COACH. MOJOCOACH™.

• *Coaching Professionals* •

Every seasoned coach, from the boardroom to the gym, knows how to move people forward: explore strengths and gaps, clarify goals, set boundaries, build plans, and develop skills and accountability. And that works... until it doesn't.

Clients leave a session clear and ready, then stall. Or they follow through for a while, then stop. The instinct is to revise the goal, tighten the accountability, or reach for a new technique. But the question that only motivation science can answer is this: what happened to their motivation?

Motivation is at the heart of everything people do, and everything they don't do but wish they did. That's where a MojoCoach begins: identifying the quality of a client's motivation before moving forward, then helping that client shift from low-quality motivation to high-quality motivation — the kind that generates the vitality to stay the course when the going gets rough.

Grounded in six decades of research and field-tested across coaching disciplines around the world, MojoCoach™ reveals why even the most skilled coaches struggle with a client's motivation: every technique is built to shape behavior, not the quality of the motivation behind it. A MojoCoach learns the technique built for exactly that — identifying, shifting, and reflecting on a client's motivation, in real time.

Susan shows coaches how to use the Spectrum of Motivation as a diagnostic lens. More importantly, she shows them how to act on it without abandoning a single model or framework they already trust: GROW, DISC, EQ, performance protocols, whatever the toolkit. MojoCoach™ sharpens what already works. It doesn't replace it.

COACHES HELP CLIENTS ENVISION, PLAN, AND BUILD THE CASTLE OF THEIR DREAMS. MOJOCOACH™ MAKES SURE IT ISN'T BUILT ON SAND. CHECK THE GROUND FIRST, AND EVERYTHING YOU BUILD FINALLY RESTS ON SOMETHING THAT LASTS.

YOUR AUDIENCE WILL LEAVE KNOWING:



Why the tools every coach already uses are necessary but not sufficient, and how motivation science supplies the missing piece: the high-quality energy a client needs to keep moving, session after session.



How to use the Spectrum of Motivation as a diagnostic lens to recognize suboptimal motivation in a client, athlete, employee, or direct report before it derails the work already underway.



How MojoCoach™ integrates with the frameworks you already rely on — GROW, DISC, EQ, performance models, clinical and athletic protocols — sharpening them rather than replacing them.



A practical, field-tested skill you can use immediately — the Identify-Shift-Reflect process — applied at the start of the work or in the middle of a session, so clients can access optimal motivation anytime, anywhere.



Great for life, executive, athletic, and wellness coaches, and anyone who coaches others: leaders, managers, HR professionals, healthcare providers, and educators.



Virtual and in-person options that range from 45 minutes to full-day workshops.



Recommended reading: ***Master Your Motivation: Three Scientific Truths for Achieving Your Goals*** (Susan's book is available in bulk for conference orders; ask about quantity discounts.)



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ABOUT SUSAN FOWLER

• *Bring Susan Fowler to Your Stage* •

Most people sense that something is wrong with how we think about motivation. Susan Fowler has spent decades figuring out what it is and what to do instead.

Susan Fowler is one of the world's foremost experts on motivation science and its practical application. She's a researcher, bestselling author, and globally sought-after keynote speaker who has delivered her paradigm-shifting message in all 50 states and more than 40 countries.

Her work is grounded in Self-Determination Theory (SDT), the most empirically robust framework in motivational psychology — developed over 60 years and validated in thousands of peer-reviewed studies world-wide. Susan has built her career at the intersection of rigorous science and real-world practice, translating SDT's insights into tools that leaders, coaches, and individuals can apply immediately and feel the difference.

The result is MojoThriving™ — a proven methodology for developing motivation as a skill that transforms how individuals, leaders, coaches, and organizations generate the quality of energy required to thrive and achieve simultaneously.



• *Past Clients Include* •



ACCOLADES

• *Highlighting Susan's Achievements* •



BOOKS BY SUSAN

Susan is the bestselling author of seven books, including:

- *Why Motivating People Doesn't Work... and What Does, 2nd Edition* (translated into 14 languages)
- *Master Your Motivation: Three Scientific Truths for Achieving Your Goals*
- *Self Leadership and The One Minute Manager* (with Ken Blanchard)



COMPANIES THAT HAVE WORKED WITH SUSAN

Her clients and conference audiences include Microsoft, Google, NASA, Bayer Healthcare, Merrill Lynch, Mattel, Apple, Pfizer, Roche, Novartis, Harley-Davidson, Toyota, Renault, Procter & Gamble, Ericsson, Merck, the National Basketball Association, the Catholic Leadership Institute, AARP, Dow, Eli Lilly, Kawasaki, AkzoNobel, Xerox, McGill University Health Center, University of San Diego, and scores of global organizations across every major sector.



FOUNDED BY SUSAN

As the founder of Mojo Moments™ — a global organization with partners spanning a dozen countries — Susan is advancing MojoThriving™ as a learnable skill worldwide. For 25 years, she served as an adjunct professor in the Master of Science in Executive Leadership program at the University of San Diego, where her work on optimal motivation and self leadership shaped a generation of executives.



PAST CONFERENCE & EVENT HIGHLIGHTS

- ATD Global Conference — Main Stage (2021, 2022, 2023, 2024)
- Self-Determination Theory Academic Conference, Florida (2023)
- SDT International Conference, Geneva (2026)
- Positive Psychology Association of Poland, Warsaw (2026)
- Business Today MindRush Conference, India (2015)
- Job51 Conference, China (2018)
- Merrill Lynch Global Conference, New York City (2016)

PRAISE

• *What Audiences Say about Susan* •

“There’s nothing more inspiring than seeing someone fill their cup with their passion and let it overflow into others.”

— Alec Dalton, Accelerating Leaders

“After 20 years as a change coach, Susan changed my approach in the first hour. Consider my mind blown.”

— Zane Varnum, Organizational Psychologist

“Susan Fowler is undoubtedly one of the most captivating speakers I’ve ever encountered. Her depth of knowledge and genuine humanity shine through every word she utters.”

— ATD Global Conference Attendee

“Susan keynoted our annual conference in Warsaw. She educated our members using solid empirical science and her practical MojoThriving model. And then she did something unexpected. She inspired us to a standing ovation. Susan’s masterful message resonated with both our heads and our hearts.”

— Anna Werner-Maliszewska, President, Positive Psychology Association of Poland

“Susan shed new light on how I work with my staff, run the team, and coach individual student athletes. Understanding motivation through a different lens changed how we debrief practices and improved my ability to connect with talented yet challenging personalities. I’m so grateful for her unique and powerful approach to motivation—and wanted to share our success!”

*— Ryan Dupic, Head Baseball Coach,
Concordia University, Nebraska*

BOOKING & LOGISTICS

• *What You Need to Know* •



FORMAT & FLEXIBILITY

All keynotes are available as:

- 45–60 minute keynote address (virtual or in-person)
- 90-minute extended keynote with Q&A
- Half-day or full-day workshop with interactive elements
- Multi-session conference track or leadership retreat

Susan's content can be tailored to your audience, industry, and strategic priorities. Full-day and multi-session engagements are priced separately. Contact us to discuss your event goals.

• *Speaking Fees* •

Susan's fees reflect the depth of preparation, customization, and real-world impact her keynotes deliver.



VIRTUAL PRESENTATIONS

Start at \$5k



IN-PERSON PRESENTATIONS

Domestic &
International
Start at \$10K

FEES ARE INFLUENCED BY:

- Level of customization and planning meetings
- Location, travel, and length of engagement
- Group size and platform requirements
- Translation requirements
- Handouts or books provided
- Transportation, lodging, and incidental expenses are additional.

CONTACT

• *Book Susan Fowler* •



*For keynote bookings, speaker bureau inquiries,
customized workshops, and availability:*

EMAIL: INFO@MOJOMOMENTS.COM

WEBSITE: MOJOMOMENTS.COM

LOCATION: San Diego, California · Global

AVAILABLE: Virtually and In-person · Worldwide