

Fulfilling the Promise of SDT: A Journey from Theory to Practical Application

Susan Fowler

How would the world of work be transformed if SDT principles were integrated into everyday leadership behaviors? What if organizations grasped the business case for optimal motivation at work? How could applying SDT-based leadership capacities facilitate those who joined the Great Resignation only to experience the Great Regret and end up as quiet quitters?

For decades, Susan has dedicated herself to honoring SDT research while endeavoring to get to the other side of complexity to make good science applicable to leaders at all levels.

In her keynote, Susan will

- Highlight the challenges and thrills of applying SDT principles in workplaces intent on driving for results and manipulating people's motivation based on outdated command-and-control leadership competencies.
- Reveal learning journeys focused on the Spectrum of Motivation and leadership capacities that encourage choice, deepen connection, and build competence.
- Share stories of leaders who have embraced a new leadership imperative based on SDT principles—and their astonishment at how elegantly it results in both flourishing and workplace effectiveness.
- Susan celebrates how your research is helping organizations unravel the mystery of human nature and release the vitality of a workforce that no longer needs to be held captive by antiquated leader-centric perceptions of leadership.