






# Rick Hansen

21st Century Leadership:  
Engaging a Modern Workforce

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He's built, motivated, and lead his team to be the most dynamic unit in the company's 30 year history in morale and overall growth potential.

CEO, Global Distribution

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## Session Proposal

### 21st Century Leadership. Engaging the Modern Workforce

**Abstract:**

In a tailored session, I bring together 21st Century Minded Leaders and I teach them how to unleash the potential in the teams they lead SO THAT they can find, keep, and grow the best talent in their industry while increasing the bottom line.

Quote: "Thanks for your Ted Talk tonight. I know it's not a contest of who can have the most inspiring message, but if it was, you'd have won. I am excited to go back to my team and inspire them to reach their full potential." TEDx Audience

**Learning Objectives:**

- Understand the five key engagement issues the modern workforce needs
- Discover three steps that will unlock your team's potential
- Learn a key element that 21st century leaders use to find, keep, and grow their best people

**Published Author**

[Leadership and the Art of Surfing](#)

**Publications**

[Managementexchange.com](http://Managementexchange.com); [Leadersurf.com](http://Leadersurf.com)

**Website**

[Rickhansenleadership.com](http://Rickhansenleadership.com)

**TEDx Speaker**

[TEDxRexburg](http://TEDxRexburg)

**MA**

Organizational Development and Leadership

## The Plan

**A plan to operationalize the optimization of people.**

A human-centric approach for leaders who want to find, keep, and grow a modern workforce by unlocking people's potential so they can exponentially grow and scale. Trust + Potential + Deep (Corporate) Purpose = Growth

The importance of helping others see their potential isn't revolutionary, but it is a very simple human reality that drives exponential growth. Someone once said, Leadership "is one of the most noble professions because you get to both innovate and adapt while building lives and creating change in people and the community"

