Brian Souza

Best-Selling Author and Organizational Productivity Expert, Founder and President of ProductivityDrivers

The Weekly Coaching Conversation Based the principals in his *New York Times* best-selling book, *The Weekly Coaching Conversation*, Brian Souza addresses perhaps the most important question on leaders' minds: what is the one thing managers must do improve employee performance and transform organizational productivity? The first step to solving a problem is to define it correctly. In order to get to the root cause of the problem Brian explains that the question leaders should be asking is not "Why are most employees performing so far below their potential?" but rather "Why are most managers getting so little out of their team?" Backed back authoritative research from a variety of sources, including his own proprietary data and in-depth interviews with individuals at every level of an organization, Souza presents a compelling case explaining that the reason most managers are only able to get so little out of their people is because they've unknowingly adopted the wrong management approach. In this talk, he presents a groundbreaking yet easy-to-apply framework that will give managers at all levels the actionable advice and tangible takeaways that they need to turbo charge any team's performance.

More Topics Souza also addresses leadership, bridging the gap between management and leadership, affecting employees' mindsets and skill sets, organizational productivity, and how organizational goals are accomplished through employee development.