

Why Attend *Applications of Behavioral Leadership* in Atlanta?

4-Day Workshop | June 8-11, 2026



- 1 ADOPT A SCIENCE BASED APPROACH:**
Learn the PIC/NIC Analysis® to understand and influence behavior.



- 2 INCREASE DISCRETIONARY EFFORT:**
Apply shaping and positive reinforcement to strengthen engagement and performance.



- 3 ENHANCE COACHING CAPABILITY:**
Incorporate high impact coaching conversations into daily routines to build skills and accountability.



- 4 USE A PROVEN CHANGE FRAMEWORK:**
Implement a structured five-step process to address performance challenges effectively.



- 5 DRIVE RESULTS WITH A BEHAVIORAL ROADMAP:**
Connect business outcomes to the critical behaviors required at every level of the organization.



- 6 LEARN FROM INDUSTRY PEERS:**
Exchange experiences and insights with leaders from diverse sectors.