

# Craig Nathanson, The Vocational Coach™ Workshop: How to motivate yourself and others



## About Craig:

Craig Nathanson is The Vocational Coach™....college lecturer and coach for mid-life adults. Craig is dedicated to guiding individuals to discover and experience their vocational passions in mid-life, while making an income doing what they love!

Craig offers private coaching via phone, in the office, retreats, and workshops worldwide. Craig also offers personalized outplacement services, helping participants find more passion, meaning, and fulfillment in their work, and a more natural alignment of their abilities and interests.

Craig is the author of the books, *Don't JUST retire and die: A new approach to your work and life after 40* and *P is for Perfect: Your Perfect Vocational Day*.

## You will learn:

- How to match high challenges and high skills in your work
- How to align your work with your personal values
- How to understand what motivates others
- Learn the value of internal motivation
- How to become internally motivated
- Why gimmicks as rewards don't last long
- Why most motivational programs are backwards and don't work
- Why rewards and punishments are not good long-term motivators
- How to design and implement alternatives to rewards and punishments
- How to establish a system to teach others to motivate themselves
- How to create meaning and fulfillment at work

**Interactive, thought-provoking, and you can apply what you learn right away!**

## Contact:

Craig Nathanson - The Vocational Coach™  
P.O Box 2823, Petaluma, CA 94953  
Phone: 707-775-4020  
Fax: 866-279-5544  
E-mail: [craig@thevocationalcoach.com](mailto:craig@thevocationalcoach.com)  
Website: [www.thevocationalcoach.com](http://www.thevocationalcoach.com)

