

Have You Heard The News?

MOTIVATION is DEAD



Motivation? R.I.P.

Motivational Tactics Don't Work Anymore
People Want More - MUCH MORE!

Inspiration-The New Paradigm

Join the Inspirationship™ Movement
Inspire Yourself Daily

Inspirationship™

Apply this Proven Formula, and Create
A Contagious Culture of Inspiration



Ken Larson - Champion Performance Systems

Inspirationship™ - Creating a Contagious Culture of High-Performance

Biography & Expertise

Ken Larson has been coaching people for 20 years. What started as informal performance feedback and coaching for colleagues and clients has now evolved over the past ten years into a highly successful high-performance consulting company. His message is big. His energy is big. At 6'9" and 240 pounds, Ken is big. The impact on your people will be even bigger.

He holds a Bachelor's Degree in Human Performance as well as a Masters Degree in Performance Psychology. His high-performance experience spans international basketball, academia, leadership, business and executive coaching. He is an international speaker, corporate trainer, team facilitator, human performance consultant, and Certified Executive Coach.

Ken's mission in life is to inspire the champion in all of us by sharing his energy, experience and unbridled enthusiasm. Just don't offend him by calling him a "motivational speaker." Nothing Ken can say or do will motivate your people – not long term. He'll do MUCH better – he will leave you with the tools and actions necessary to inspire yourselves and those around you on a daily basis. *Won't that be great?* You'll never need a "motivational speaker" again.

Ken is one huge dude!

His presence is revitalizing and fun. His stories are real. His commitment is infectious and outright contagious. His impact with your people will be more than memorable.

Takeaway Value will be immeasurable.

How He Got Here

Ken spent four years travelling the world as a member of the Canadian National Basketball Team in the early 1980s and was a two-time National Champion at the University of Victoria. He coached collegiate basketball for ten years always leading his teams to excellence both on and off the court. Ken's high-performing ways carried into the business world for the past 12 years. His areas of expertise include personal and professional high performance, leadership, real teamwork, life-work balance, and of course... *INSPIRATION.*

A Sampling of Ken's Philosophy

- m Become the Champion of your life ... no one else is going to do it for you.
- m You can't build an amazing life on what you "should" do. Life can be a pile of "should." Had a good `should` lately?
- m Become appropriately selfish ... to the betterment of others.
- m Life is a team sport - who's on your team?
- m If you are not actively choosing to inspire yourself, then you, by default, are choosing to rely on someone else to motivate you.
- m Live your life by design, not default - by choice, not chance.



**"And when
would NOW
be a good
time to
start?"**

MOTIVATION is DEAD™

Why Motivation Doesn't Work Anymore

Ken Larson doesn't believe in motivation anymore. There is nothing that he, or anyone for that matter, can say or do that will motivate anyone with any sort of lasting results. Your people already have their own motivation within themselves – it's just a matter of bringing it out.

Motivation is passé. Frankly, most people are downright tired of it. They want much more. That's why it is the responsibility of each and every person within your organization to inspire themselves first - and then to infect everyone else around them with the same. Inspiration is not a play on words. It is an entirely different concept and paradigm than the common practices of most organizations in the world today. High performing organizations understand and foster this. It all starts with the individual.

If your people aren't actively choosing to inspire themselves, then they are, by default, relying on someone or something else to motivate them. That is a recipe for disaster in any organizational setting. Inspired people inspire others. Teams of inspired individuals inspire the organization. Inspired organizations rise above their competitors and customers are willingly drawn to them.

The Inspiration Paradigm

The motivational paradigm is truly outdated, based on doing things **TO** people, short term results, and calling upon people's fear of failure to motivate them to perform. As a result, people work as the course of least resistance. The inspiration paradigm is virtually opposite. It's based on doing things **FOR** people, long term engagement and productivity, and calling upon people's inner strength and wisdom. For these people, work becomes meaningful, and as a result, they become more productive and happier. Sound good?

The interesting part about the inspiration paradigm is that we all have it already – it's inside us – and everyone on the planet has it. The trick is to understand it, access it, and apply it consistently. Through some simple steps, coaching questions really, anyone and everyone can revitalize their lives – by design.

Inspiring Self and Others - Daily

Leaders cannot give away what they do not possess. How does one inspire others if one is not first inspired? Applying the simple steps toward self-generating inspiration is the first step to creating a contagiously inspirational culture.

Daily inspiration of others begins with daily inspiration of self. It's as much of a mindset as it is a set of skills and activities. Once on track, the aspiring self-inspiring person begins to infect others through their renewed energy and enthusiasm. Truly connecting with the organization's cause and purpose puts people into position to connect with others in a caring fashion.

NOW – Watch the virus spread rapidly! Self-inspiring individuals affect and create self-inspiring teams, which in turn, create self-inspiring organizations. Organizations who constantly battle with motivational challenges stand to gain amazing amounts of positive culture shift once the inspirational paradigm is embraced, adopted applied and fostered.

How Ken Impacts Performance

As a Certified Executive Coach and High-Performance Philosopher, Ken Larson knows what he's talking about and does his homework before he takes the stage. He wraps his message of strengthening the individual within and around your organization's goals. He consults with you to be clear about your expectations and then hits one out of the park. **Can your organization afford to not hear his message?**



LONG LIVE INSPIRATION

Partial List of Clients

- EnCana Corporation
- Canadian Natural Resources Ltd.
- Suncor Energy
- Husky Energy
- Indian Oil & Gas Canada
- Shell Canada
- TEC Canada
- Enmax Corporation
- Enbridge Pipelines
- WestJet Airlines
- Shaw Big Pipe
- Franklin Covey Canada
- London Life
- Meyers Norris Penny
- Peavey Industries
- ReMax Realty
- Royal LePage
- World Health Club
- Chili's Texas Grill Restaurants
- Human Resource Professionals of Alberta
- Canadian Professional Sales Association
- Alberta Environment
- Alberta Pulp and Paper Association
- Alberta Senior Council Housing Association
- Department of Environmental Protection
- Alberta Solicitor General – Correctional Services
- Alberta Sport, Recreation, Parks and Wildlife Foundation
- Industry Canada
- Canadian Association of Petroleum Land Administrators
- Canadian Association of Petroleum Production Accounting
- Recreation & Facility Professionals of Alberta
- Young Entrepreneurs Association
- Youth Empowerment Forum
- Junior Achievement of Southern Alberta
- PrimeWest Energy
- Long View Systems
- YMCA

"Ken seemed to identify with the group right away and find a common ground that made it easy for myself and others to get a hold of the problems and complications in our lives and find motivation - no, INSPIRATION - to do something better for ourselves, mentally and physically, as well as in our work and personal lives."

Restructuring and Government Efficiency - Province of Alberta

"He not only changed the perception of stress to a positive one, his energy inspired everyone to challenge life's stressful situations by using his techniques. I was impressed how Ken customized his presentation so that it was relative to the stress faced in our industry and the deadline driven atmosphere that the production accountant faces every day."

Canadian Association of Petroleum Production Accounting

"Ken's presentation rekindled the spirit of "NOW!" in me, reminded me of the importance of a personal vision (clarity!), of setting priorities (focus!), and of knowing who and what inspires me. I loved the "INSPIRATION!"

Corporate Human Resources - Province of Alberta

"Employees continue to ask when Ken is coming back. I even had a senior staff suggest to a more junior employee, who is struggling with confidence and presentation skills that they think of working with Ken as a mentor and coach. We will definitely have Ken back to do more."

PrimeWest Energy

"He was very instrumental in helping me to get on a better path and I started to make some life altering changes that have led me to a point two years later where I am the happiest that I have ever been."

Dome Britannia Properties Inc.

"I now operate with greater control and have created a personal strategic plan which creates solid foundations for an ongoing process of self leadership."

Big Pipe Inc.

"Ken provided me with the tools that I needed to confidently inspire tens of thousands of Canadians with my Olympic story."

Kyle Shewfelt, Olympic Gold Medalist



Book Ken Larson Now!

Call Meghan Burns
VP of Everything

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