

The Four Tendencies Workshop

Motivate Smarter. Communicate Better. Work Happier.



Overview

How do you get people—including yourself—to do what you want them to do? Gretchen Rubin's Four Tendencies framework provides a simple, powerful answer. This engaging workshop helps you understand how people respond to expectations and shows you how to apply that knowledge to improve communication, collaboration, and follow-through in every part of life and work.

What You'll Learn

Whether you're a leader, coach, parent, educator, or simply curious about what makes people tick, this workshop will give you immediately applicable tools.

Top takeaways include:

- Discover your own Tendency (Upholder, Questioner, Obliger, or Rebel)
- Recognize the strengths and blind spots of each Tendency
- Communicate in ways that actually land—with employees, clients, students, and loved ones
- Reduce conflict, burnout, and missed expectations
- Tailor feedback, coaching, and leadership approaches for lasting results

Format & Delivery

Available: In-person or virtual

Length: 2 to 4 hours (customized to fit your schedule)

Includes: Visual slides, engaging exercises, personal reflection tools, group discussion

Preparation

No prior knowledge is needed. To enhance the experience, participants are encouraged to:

- Take the free quiz at happiercast.com/quiz
- Bring a smartphone or device if attending virtually or if no printed quiz is available
- Consider reading *The Four Tendencies* by Gretchen Rubin (optional)

Who This Is For

This workshop is ideal for:

- Team leaders and people managers



- Coaches and consultants
- HR, L&D, and OD professionals
- Healthcare providers and educators
- Curious individuals who want to better understand themselves and others

Cost

Pricing varies based on length, audience size, and delivery format. Contact us for a quote tailored to your team, event, or organization.

About the Facilitator: Uta Birkmayer

A Global Life. A Local Impact. A Personal Mission.

Uta Birkmayer brings nearly three decades of international leadership experience in global health, wellness, and hospitality—and the rare ability to make deep concepts feel personal, actionable, and real. She has revitalized major brands, launched four businesses of her own, and now dedicates her work to helping leaders reconnect with what truly matters: authenticity, purpose, and well-being.

In 2016, Uta founded her first CEO Mastermind group in San Luis Obispo. What began as a peer group for business strategy quickly evolved into something more holistic—a powerful community that champions not just business results, but the whole person behind them. Her approach integrates leadership development with personal vitality, fulfillment, and clarity of mission.

Today, she facilitates two thriving mastermind groups—Rocket Masterminds and Rocket Execs—and speaks and teaches globally on topics including authentic leadership, executive wellness, strategic visioning, and behavioral psychology. Her signature symbol is the rocket: a reminder that bold, intimidating goals are entirely within reach when leaders are supported, aligned, and thriving.

Book This Workshop

Contact: uta@utabirkmayer.com

Phone: 805.550.6885

Website: Rocket.Vision, RocketMasterminds.com

