



Susan Fowler

Susan Fowler has shared her message on optimal motivation, self leadership, and thriving together in all 50 states and over 40 countries. She teaches at the University of San Diego's Masters of Science in Executive Leadership and is also coauthor of the bestselling *Self Leadership and the One Minute Manager* with Ken Blanchard.

In her bestselling book, *Why Motivating People Doesn't Work...and What Does*, Fowler implored leaders to stop trying to motivate people because it just doesn't work and aggravates everyone involved. Thanks to this bestseller, translated in over a dozen foreign languages, thousands of managers worldwide have learned how to activate their staff members' optimal motivation.

Now, with her latest book, *Master Your Motivation: Three Scientific Truths for Achieving Your Goals*, Fowler is on a mission to help individuals master their own motivation, achieve their goals, and flourish as they succeed.

Widely known as one of the foremost experts on motivation and personal empowerment, she gained her knowledge through extensive experience in business, advertising, sales, production, marketing, executive and life-style coaching, and leadership training in all 50 states and 40 foreign countries with clients as diverse as AARP, Dow, Eli Lilly, Google, and the National Basketball Association. Fowler is also the creator and lead developer of Self Leadership, the best-in-class self-leadership and personal empowerment program.