



david burkus

David Burkus is professor of management at Oral Roberts University and editor of *LeaderLab*, an online think tank that shares research and best practices through articles, videos, and podcasts. Using a charismatic, yet personable style, David provides insight on the core foundations of motivation, leadership, management, and innovation.

"I cannot say enough about his expertise, talent and ability to motivate employees. We look forward to hiring David for future professional development of our staff and faculty. He is an investment worth exploring."

Teresa Knox

Community Care
College

"A natural at engaging his audience, conveying complex concepts in an easily understandable way."

Siddhartha Herdegen,

US Naval Academy

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How to Fail

Why do some people find success in life and others don't? David examines what it takes to succeed in work and personal life by examining the traits of those who fail. David outlines several common behaviors or mindsets of people who don't achieve their life's goals and dreams and responds to each flawed behavior by demonstrating what it takes to win.

Faulty Intel in the War for Talent

Why do some organizations attract and develop the best people and others seem to lag behind? David outlines the war for talent that has been raging for over a decade. Drawing from empirical research, David argues that many of the assumptions about leading and developing talented individuals are faulty and outlines evidence-based strategies for getting the best from the entire team.

Your Leadership Sucks

Why do some people develop into great leaders and others just plain suck? David explores common mistakes that poor leaders make and outlines evidence-based solutions. Drawing from a wealth of theory and practical application, David provides leaders with a valuable framework for examining and improving their own leadership ability.

Myths of Creativity

Why do some organizations become known innovators and others suffer stagnation? David considers the various myths we apply when trying to encourage creativity and offers well-researched facts in their place. Using insight the wealth of research on organizational creativity, David provides practical implications and realistic strategies for truly encouraging innovation.