

Work should **fuel** the human spirit, not drain it.

Rob Lion, Ph.D.



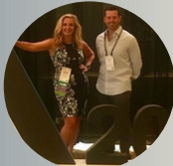
ENGAGING
FACILITATOR



INSPIRING
KEYNOTE
SPEAKER



TRUSTED
BUSINESS
ADVISOR



CREATIVE
STRATEGIST

An **Expert** in
Human
Behavior



Rob focuses on sustainable and strategic performance

ROB LION

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About Rob

Dr. Rob Lion is a professor, speaker, and consultant with over 20 years of experience in leadership, organizational development, and performance improvement. Known for his innovative, people-first approach, Rob specializes in helping organizations build human-centric, sustainable systems that fuel growth and success. Drawing on his expertise in human behavior and workplace psychology, he demystifies leadership and equips clients with science-backed strategies to enhance culture, build stronger teams, and drive meaningful impact. Rob's work focuses on aligning individual strengths with organizational needs, ensuring that leaders and their teams can thrive together.



A dynamic and engaging speaker, Rob brings complex ideas to life with relatable stories, humor, and an infectious energy that captivates audiences. He's been a featured guest on multiple podcasts, authored numerous academic papers, and is celebrated for his ability to connect research with real-world practice. Whether speaking to executives, leading workshops, or inspiring teams, Rob's passion for empowering people and transforming organizations leaves a lasting impression, making him a highly sought-after speaker and consultant.



For more Info and Booking: www.blackriverpm.com 

Insightful Publications

Blog

Give Me Growers, Not Showers Struggling to return to a “pre-COVID” culture? It’s time to rethink your approach. This post explores why old practices fall flat and how leaders can adapt to today’s workplace by shifting focus from “show-ers” to “growers.” Ready to rebuild a thriving culture? Dive into the full post!

Do Athletes Really “Just Do It” Better? This blog dives into a recent study on athletic identity and its impact on discretionary effort. Spoiler: athletic identity alone doesn’t guarantee better employees. Instead, traits like self-regulation and internal locus of control are the real indicators of high performance. Ready to rethink your hiring practices? Check out the full post to learn what really makes a top performer.

Dylan’s Disease- How Our Energy Affects Others A leader’s presence can greatly influence team dynamics. During recent travels, I observed how a cold manager can spread negativity among staff, while a supportive employee stood out amidst the chaos. This experience underscores the importance of emotion regulation in leaders. To foster a positive work environment, enhance your self-awareness, decouple your emotions, and seek honest feedback from trusted sources.

Feedback = Love, Accountability = Respect Providing clear feedback is a significant challenge for many, often relegated to annual performance reviews. Rob reflects on his transformation from avoiding confrontation to becoming a confident leader after an embarrassing experience due to delayed feedback. By practicing both positive and constructive feedback in one-on-one meetings, he fostered a culture of trust and encouraged his team to share feedback in return. Discover Rob’s practical strategies for overcoming the fear of effective communication.

Academic Research

Athletic Identity and Discretionary Effort at Work (examination of athlete motivation and mental framework spillover into the workplace) *Organization Management Journal*

Can Pronouns Predict Work Intentions? (study of the relationship between pronoun use and job engagement) *Journal of Organizational Psychology*

When Feelings Matter (the role emotions play in influencing motivation and behaviors) *Advances in Developing Human Resources*

Captivating Podcasts

Exploring Employee Burnout Episode 59 Join Angie Lion on *The Leader U Podcast* as she interviews Rob about tackling employee burnout. Rob shares strategies for addressing burnout by identifying whether it's rooted in personal stressors or systemic issues. He highlights the importance of psychological safety and aligning organizational values with employees' needs to boost job satisfaction and reduce stress.

Taking Company Culture by the Horns *The Suite Side of Business* podcast features insights from small business owners, industry experts, and executives to help professionals grow and succeed. In this episode, Rob discusses workplace culture, covering leadership, accountability, feedback, and meeting people where they are.

Beyond the Self: Performance That Empowers Others In this episode of *Beyond the Self*, Rob Lion discusses how true performance extends beyond personal success to empower others. We explore cultivating excellence for the greater good in work, leadership, and life, and how purposeful performance can build stronger teams and leave a lasting impact. If you want to elevate yourself and those around you, this episode is for you!

Work should fuel the human spirit not F*ing drain it** Rob Lion joined Russell Stratton and Ken Cameron on the *I Need to F**ing Talk to You* podcast. He candidly shared a botched performance feedback conversation and a successful approach to addressing a constant complainer on his team. Drawing on his extensive experience in business ownership, economic development, and organizational psychology, Rob discussed his passion for nurturing better leaders and creating workplaces that fuel, rather than drain, the human spirit.

Mastering Motivation Rob Lion joined Lucinda Carney on *The HR Uprising* podcast to explore intrinsic motivation and performance in the workplace. Rob introduced the “CAR” model—competency, autonomy, and relatedness—as essential drivers of intrinsic motivation and discussed how miscommunication and cultural misalignment can hinder organizational effectiveness. Emphasizing the importance of cultivating intentional workplace cultures, Rob shared insights into fostering motivation that enhances performance while fueling the human spirit.

Riveting Keynotes

The Dynamic Art of Leadership: Beyond Merely a Recipe

Topics: leadership, micromanagement, autonomy, recognition, empowerment, etc.

Leadership is often oversimplified into a formulaic approach, but like breadmaking, it's a complex, intuitive process requiring adaptability and deep understanding. In this session, Rob explores the nuances of effective leadership, addressing questions like when autonomy empowers or hinders, how to interpret feedback for deeper insights, and whether micromanagement can ever foster growth. Attendees will gain fresh perspectives on leadership as a dynamic, transformative opportunity to grow and create meaningful impact.

From Flop to Flourish: Why Great Ideas Fall Short

Topics: context, failure, situationally, leadership, decision-making, etc.

Ever been excited to implement new strategies from a conference or book, only to see them fail in practice? This session uncovers why many development efforts fall short despite significant investments, emphasizing the importance of understanding context before content. Rob explores how context influences communication, change

efforts, and the success of development programs, equipping participants to anticipate challenges, allocate resources wisely, and set realistic expectations. Attendees will be empowered to approach leadership and organizational growth with greater adaptability and impact.

Motivation is an Inside Job: A Guide for Leaders

Topics: motivation, alignment, leadership, decision-making, culture, etc.

What if the idea that you can effectively motivate others is a myth? In this session, Rob unpacks the complexity of motivation as an internal process, often unmet by traditional extrinsic rewards. Participants will explore a shift to fostering high-quality motivational experiences, learn about Rob's 4-dimensional model of motivation, and gain practical strategies to inspire others without relying on external incentives. Attendees will leave with actionable insights to create environments that ignite genuine, lasting motivation and drive meaningful impact within their teams and organizations.

Riveting Keynotes

The 5 Powerful Leadership Insights That Drive Performance and Well-Being (and nobody is talking about)

Topics: leadership, context, compassion, connection, communications, etc.

Leadership advice is everywhere, but are we overlooking the essentials? Rob highlights five often-overlooked core leadership concepts that are crucial for effective leadership and thriving organizations. This session explores why these concepts matter, how they reveal key aspects of success, and the power of sequencing them to boost employee satisfaction, performance, and well-being. Attendees will gain actionable strategies to cut through the jargon and create lasting impact.

Beyond the Buzzwords: What Really Fuels Employee Engagement

Topics: leadership, engagement, community, identity camaraderie

Employee engagement is a top workplace challenge, yet many organizations struggle to achieve it sustainably. In this session, Rob introduces his “5i Engagement Model,” a practical framework to demystify engagement. Participants will explore the core concepts of the model, learn strategies to drive engagement, and gain actionable steps to create thriving workplace cultures. Leaders will leave equipped with tools to unlock team potential and foster meaningful engagement that benefits both employees and organizations.

Key Engagements

Popular Topics

- Science of motivation
- Working with difficult people
- High performing teams
- Cultivating peak performance

Curated Experiences

- Leadership academies
- Strategic hiring & selection
- Retreats
- Strategic planning
- Facilitation
- Deep dives & investigations

Carefully curated experiences based on the organization's culture and needs!

Industries Served

- Banking & commerce
- Beauty, health & wellness
- Government
- Higher education
- Food & beverage
- Healthcare
- Nonprofit
- Collegiate sports
- Tribal/Indigenous groups
- Mining & natural resources
- Manufacturing
- Financial services

Trusted by Industry Leaders



Client Testimonials

"Dr. Rob Lion is the perfect example of an individual who really knows his craft and can articulate it in a way that makes very well-educated individuals feel like they understand the dynamic of his content, while still making the content palpable for the end employee. His ability to create strategies to help with organizational behavior is incredible! If you're looking to create behavioral changes for the better this is your guy!"

RYAN H.

CEO, RizeX Professional Network

"What I appreciate about Rob is multi-faceted. Upon first meeting Rob in a professional capacity, I found him so knowledgeable, inspiring, and funny. He has total command over his area of expertise, and it felt exhilarating learning in his presence. As I have gotten to know him more, both personally and professionally, I understand Rob's big heart. He has such deep love for his family and for wanting to help others in times of need. He has been a wonderful role model for me, and I am grateful for his love and support."

MIKE K.

Founder & CEO, Global Bound, LLC

"Rob is a fantastic presenter. He opened the Leadership Summit for Southeast Idaho SHRM with an energetic and thought provoking discussion about motivation. Rob and his company, Black River Performance Management, are great supporters of our SHRM chapter. They have a stellar reputation in our community, working with many local companies and nonprofits, advancing learning and development to the betterment of business and employees alike. We received a lot of very positive feedback regarding Rob's presentation as a highlight of our event. I highly recommend Rob and Black River Performance Management!"

HEIDI O.

Director of Human Resources, Idaho Steel

"Black River provides excellent tools for leadership development and team building. If you are in a position to influence growth and teamwork in your organization, then you should definitely reach out to these guys. I was able to use their services for the first time a couple of years ago and I still think about lessons and learnings from that experience."

JAMESON J.

Owner, McDonalds-Pocatello

"Rob and Angie offer a resource unlike any other in our area. With their diverse expertise, they can offer help in so many arenas, including the "tough" people skills that are desperately needed in the workplace and the hard-to-master planning and processes used in the workplace. I was first impressed by taking a human resource class offered by Rob. The processes and tools he showed me while achieving my graduate degree have helped me build my book of tools and I utilize many in my career, and his expertise in organizational psychology is unmatched!"

If organizations have the opportunity to utilize Black River, they should not hesitate!"

Whitney H.

Training Manager, Lookout Credit Union

Let's *Work together!*



"A goal without a plan is just a wish."

- **Antoine de Saint-Exupéry**



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