

# Ron Friedman, Ph.D.

Social psychologist, bestselling author,  
expert on the science of top performance

MEDIA GUIDE

AS SEEN IN:

Bloomberg

Harvard  
Business  
Review



npr

FASTCOMPANY

Forbes

CBS

FOX



Inc.



# Ron Friedman, Ph.D. is an award-winning social psychologist who specializes in human motivation.

Ron has served on the faculty of several prestigious colleges and universities and has consulted for political leaders, professional sports teams, and many of the world's most recognized brands.

Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Financial Times, the Globe and Mail, Washington Post, The Guardian, as well as magazines such as Men's Health, Entrepreneur, and Success. He has appeared on CBS, NBC, FOX, and Bloomberg and is a frequent contributor to the Harvard Business Review, Psychology Today, Fast Company, Forbes, and CNN.

His first book, *The Best Place to Work*, was named an Inc. Magazine Best Business Book of the Year. Library Journal called it a "must-read," and it was described as "stunning," "eye-opening," and "a contemporary classic" by New York Times

bestselling authors Daniel Pink, Adam Grant, and Marshall Goldsmith. To date, more than 60,000 copies of *The Best Place to Work* have been sold, and it's been translated into seven languages. His most recent book, *Decoding Greatness: How the Best in the World Reverse Engineer Success*, was a national bestseller and was selected by Amazon's editors as one of the year's best non-fiction books.

Ron is the founder of [ignite80](#), a training and development company that teaches leaders science-based strategies for building high-performing teams. Studies show that over 80% of the world's employees are not fully engaged at work. The mission of ignite80 is to shrink that figure by teaching leaders evidence-based practices for unlocking their team's true potential.



# THE BEST PLACE TO WORK

An Inc  
Magazine  
Best Book of  
the Year



The Art and Science of Creating an  
Extraordinary Workplace

RON FRIEDMAN, PHD

## Books by Dr. Friedman: *The Best Place to Work*

Drawing on over 1,000 peer-reviewed studies, *The Best Place to Work* uses groundbreaking research from the fields of human motivation, neuroscience, and behavioral economics to reveal what really makes us successful at work.

Among the many surprising insights, readers discover how learning to think like a hostage negotiator can help you diffuse a workplace argument, why placing a fish bowl near your desk can elevate your thinking, and how incorporating strategic distractions into your schedule can help you reach smarter decisions.

Brimming with counterintuitive insights and actionable recommendations, *The Best Place to Work* offers employees and executives alike game-changing advice for working smarter and turning any organization into an extraordinary workplace.

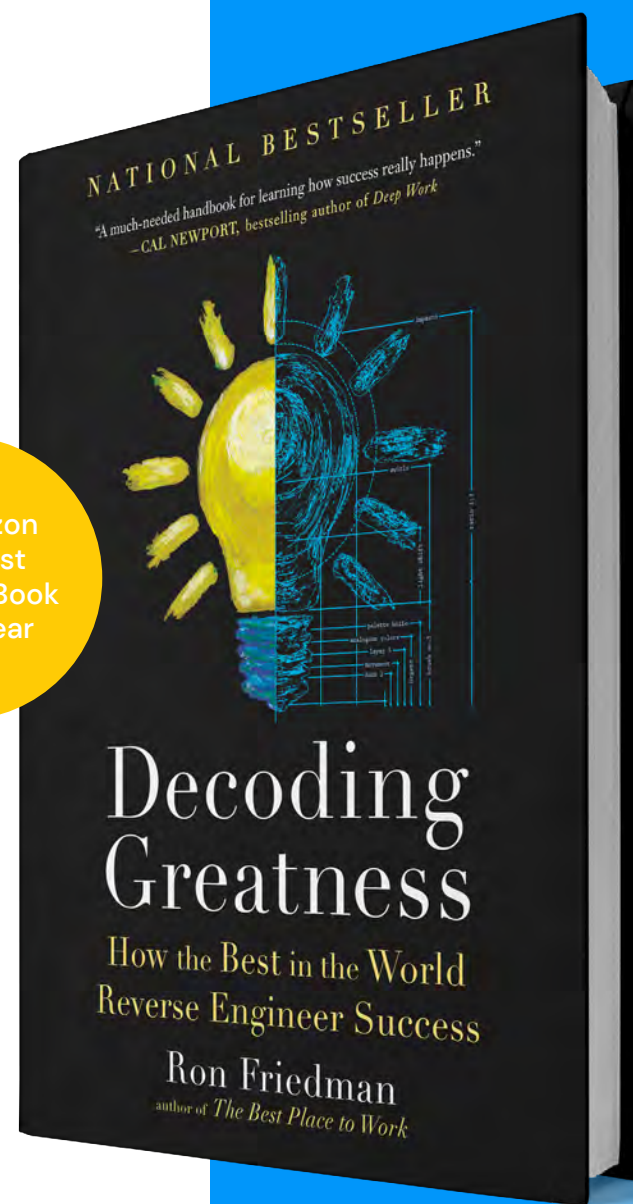
## Books by Dr. Friedman: *Decoding Greatness*

In *Decoding Greatness*, Dr. Friedman illuminates a game-changing approach to creativity and learning—one that has vaulted business titans and creative geniuses to the top of their profession.

We've long been taught there are two ways to succeed—either talent or practice. But there is a powerful third path: reverse engineering. To reverse engineer is to look beyond what is evident on the surface and find a hidden structure. It's the ability to taste an intoxicating dish and deduce its recipe, to listen to a beautiful song and discern its chord progression, to watch your favorite film and grasp its narrative arc.

Bursting with unforgettable stories and actionable strategies, *Decoding Greatness* is an indispensable guide to learning from the best, upgrading your skills, and sparking breakthrough ideas.

An Amazon  
2021 Best  
Business Book  
of the Year





# Praise for Dr. Friedman's Books

"Friedman's findings are often surprisingly counterintuitive, yet always convincing."



**DANIEL H. PINK,**  
author of *Drive* and *When*

"An engaging journey through the latest science of improving the quality of life in organizations."



**ADAM GRANT,**  
Wharton professor and  
author of *Think Again*

"Ron Friedman is a master of how people think and work and shows us how we can apply these insights in our own lives."



**JONAH BERGER,**  
author of *Contagious*  
and *The Catalyst*

"In this stunning book, Ron Friedman helps us get back on track, exploring not only what work is for, but how we can leap forward and become more human, more alive, and more effective."



**SETH GODIN,**  
author of *This is Marketing*

"A much-needed handbook for learning how success really happens. Read this book if you want to upgrade from working hard to actually producing results that matter."



**CAL NEWPORT,**  
author of *Deep Work* and *Digital Minimalism*

"Psychologist Ron Friedman melds storytelling and science with a page-turning effect. I finished *Decoding Greatness* with a list of things I want to try in my own work, and I bet you will too."



**DAVID EPSTEIN,**  
author of *Range*



# Published Articles by Dr. Friedman

Here's a small sample of the many articles Dr. Friedman has written on elevating performance and creating an extraordinary workplace.

## The Science of High-Performing Teams

**Harvard  
Business  
Review**

[5 Things High-Performing Teams  
Do Differently](#)

*NEW YORK*

[You Need a Work Best Friend](#)

**99U**

[The Collaboration Paradox: Why  
Working Together Often Yields  
Weaker Results](#)

## How to Create an Extraordinary Workplace

**Harvard  
Business  
Review**

[5 Myths of Great Workplaces](#)

**LinkedIn**

[What the World's Best Workplaces  
Do Differently](#)

**99U**

[A Caveman's Guide to  
Building a Better Office](#)



## Published Articles by Dr. Friedman, continued

The Connection  
Between Health  
and Productivity

**Harvard  
Business  
Review**

[Regular Exercise Is Part of Your Job](#)



[Work-Life Balance is Dead](#)

**Harvard  
Business  
Review**

[Working Too Hard Makes Leading  
More Difficult](#)

How to Spark  
Your Creativity

**Inc.**

[How to Teach Yourself to  
Think Like a Creative Genius](#)



[The Scientific Secret to Improving  
at Anything](#)

**FAST COMPANY**

[Where You Spend The Most  
Creative Minutes Of Your Day](#)

How to Sharpen  
Your Thinking

**Harvard  
Business  
Review**

[How to Spend the First 10 Minutes  
of Your Day](#)

**Harvard  
Business  
Review**

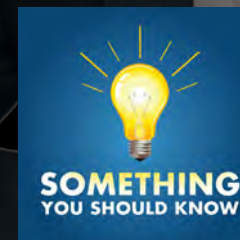
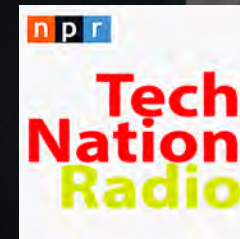
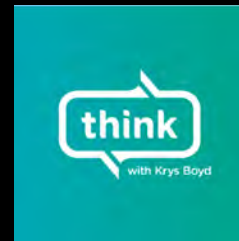
[When to Schedule Your  
Most Important Work](#)

**FAST COMPANY**

[Why Too Much Data Disables  
Your Decision Making](#)

# Podcast Appearances

Here are just some of the programs on which Dr. Friedman has shared his science-based insights.





# Watch Dr. Friedman in Action



*Speaking Highlights*

[What the World's Best Workplaces Do Differently](#)



*CBS News*

[From Barack Obama To Kurt Vonnegut, Book Reveals How World's Most Successful People Achieved Greatness](#)



*FOX*

[Learning is The Cure to Burnout](#)



*Business Insider*

[What Makes the Perfect Office Space?](#)



*Decoding Greatness*

[A Breakthrough Formula for Success](#)



*Decoding Greatness*

[How to Create the Perfect Laboratory for New Ideas](#)

# Get in Touch

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### **Ron Friedman's Bio:**

I am excited to introduce Ron Friedman, an award-winning social psychologist and the founder of [ignite80](#), a learning and development company that teaches leaders science-based strategies for building high-performing teams.

Ron has served on the faculty of the University of Rochester, Nazareth College, and Hobart and William Smith Colleges, and is a frequent contributor to the Harvard Business Review, Psychology Today, Fast Company, Forbes, and CNN. Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Financial Times, the Globe and Mail, Washington Post, The Guardian, as well as magazines such as Men's Health, Entrepreneur, and Success.

His first book, [The Best Place to Work](#), was named an Inc. Magazine Best Business Book of the Year. His new book, [Decoding Greatness: How the Best in the World Reverse Engineer Success](#), was selected by Amazon's editors as one of 2021's best books.

### **Ron's Headshot:**

[\[link\]](#)

### **Sample Questions to ask Ron:**

1. Ron, you're a psychologist. What inspired you to write your first book, *The Best Place to Work*, about the workplace?
2. You say there's a science to building an extraordinary workplace. What does the research say we need to be happy at work?
3. You've studied the workplace for years. What do you make of the Great Resignation?
4. You write that close friendships with our colleagues make us more productive. How?
5. Let's make that practical. What can leaders do to foster close relationships between colleagues?
6. What about autonomy? How do the best leaders get people to feel like the work they're doing is their choice?
7. You say that exercise can make us smarter. How?
8. What can video games teach us about building an extraordinary workplace?

9. Speaking of developing our skills and fueling our psychological need for mastery, in your new book, *Decoding Greatness*, you discovered something you weren't expecting. What was it?
10. How does reverse engineering work?
11. In *Decoding Greatness*, you write about the way creative geniuses reverse engineer works they admire. Can you give us some examples?
12. The idea of reverse engineering might lead some folks to worry that their work might be viewed as unoriginal. Yet you found evidence that copying others actually makes us more creative. Tell us about that.
13. Your research shows that being too original backfires. Why is that?
14. Can you give us an example of someone who most people consider an original but who actually succeeded by combining a few established ideas?
15. Let's make this practical for everyone here who wants to build their skills through reverse engineering, where do they start?