

The ROI of Positivity

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Dr. Kim Cameron,
Founder of the Cameron Institute &
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ABOUT THE EVENT

Turning Leadership Behaviors into Measurable Results

Learn the science of Positive Leadership and how it has an outsized impact on organizational performance. Get real, research-backed examples of positive behaviors you can take into your next conversation, meeting, or decision to outperform expectations and drive bottom-line results.



KEY TAKEAWAYS

Positive ≠ Just Smiles

Positive leadership isn't about forced smiles or ignoring challenges (it's not toxic positivity). It's a rigorously studied approach to helping people and organizations outperform expectations —what Dr. Kim Cameron calls “positive deviance.”

Biologically Backed

From our earliest days, humans are biologically wired to move toward the positive and away from the negative. Research shows all living beings are inclined toward and flourish in the presence of positive, life-giving energy. It's not fluff; it's physiology.

Good is Stronger than Bad

Behavioral science tells us that constructive, growth-focused feedback is more effective than negative criticism. In environments where positive communication is the norm, feedback becomes a catalyst for learning rather than a trigger for shutdown.

The 4 Strategies of Positive Leadership

Leaders who outperform the norm consistently do four things:

- 1) Create a positive climate
- 2) Build high-quality relationships
- 3) Communicate with encouragement
- 4) Connect work to meaning

[Hear Hear Dr. Cameron explain why “good” is stronger than “bad” when it comes to behavior change.](#)

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ACTION ITEMS



Design for Contribution

To nurture positive relationships, focus on contribution—not just recognition. Research shows people who give support report stronger relationships and performance than those who only receive it. Create rituals and systems that invite people to coach, improve processes, and share expertise.



Build Feedback-Rich Teams

To encourage positive communication, equip managers with tools to give regular, specific feedback. Aim for a 5:1 ratio of positive to constructive comments. This ratio builds psychological safety and makes feedback feel like fuel for growth instead of failure.



Cultivate Meaning

To create positive meaning, link daily tasks to something bigger. Use the LifeLabs [CAMPS framework](#) (Certainty, Autonomy, Meaning, Progress, Social Inclusion) to surface what's missing and add moments of meaning into routines. When people feel purpose, they perform better and stick around longer.

Learn to give effective feedback using the LifeLabs Learning [Playing Cards Method™](#).



“For the last 20 years, we’ve been doing research that empirically confirms positive practices and their relationship with outcomes people are held accountable for: profitability, productivity, quality, customer satisfaction, innovation, employee retention, and so on. There are very strong relationships between positive leadership and those outcomes.”

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Ready to help your team outperform expectations?

LifeLabs Learning teaches managers the positive leadership behaviors that lead to real, lasting change. Let's build a feedback-rich, high-performance culture together.

Visit lifelabslearning.com to learn more!

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