



INSPIRATIONAL LEADERSHIP: HOW GREAT LEADERS INSPIRE ACTION

While both inspiring and motivating are important to engage people and achieve top performance, there are important differences between these two leadership practices. With Motivating, leaders primarily use extrinsic rewards or recognition to create an environment where employees want to achieve their goals.

Leaders who inspire others generate passion for an initiative. These leaders are role models who clearly and enthusiastically communicate their values and the organization's values, and make these values relevant and exciting for others. Inspiring lights "a fire" within individuals so their commitment is internally driven and therefore more sustainable.

Objectives

- ① **Recognize** the difference between "inspiring" and "motivating"
- ② **Build** a coalition of people who have high levels of engagement and enthusiasm
- ③ **Use stories to inspire** and generate enthusiasm for a project or initiative



TOPICS

- **Inspire vs. Motivation: How are they different?**
- **The surprising truth about what motivates us**
- **Four Elements of Inspirational Leadership**
 - The Golden Circle: How Great Leaders Inspire Action
 - Creating a Sense of Purpose
 - Appealing to Values
 - Storytelling
- **Application and Skill Practice**

Target Audience

- **Experienced Managers**
- **New Employees**
- **Project Managers**
- **New Leaders and Managers**