



## Chapter 2

# ***I.N.F.L.U.E.N.C.E.***

### **Inspire Leadership: Creating the Spark**

*“Outstanding leaders go out of their way to boost the self-esteem of their people. If people believe in themselves, it’s amazing what they can accomplish.” –Sam Walton, founder of Wal-Mart*

Tick which of these items are important for you to have in your company as a leader?

You can tick as many as apply, even all of them!

- Leading with influence.
- Fostering leadership at all levels.
- Collaboration.
- Growth.
- Accountability.
- Engaged employees.
- Increased productivity.
- Higher profits.
- Work/life balance.

Something for you to think about: “Relationships, with senior management is the top employee engagement driver” How do you think your employees relationship with senior management in your organization measures up?

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**More statistics for you to think about:**

- 68% of engaged employees want a stake in reducing costs and improving the bottom line.
- 72% believe they can create a positive impact on service delivery and client retention.
- Engaged employees perform 30% more than disengaged ones.
- 84% of them remain loyal to the company.

**Becoming an Inspired and Inspiring Leader**

Fill in the blanks here using the information in the book about being an inspiring leader. A common denominator of successful leaders is \_\_\_\_\_. These are leaders who are energized and \_\_\_\_\_. Through their own vibration, they cause a \_\_\_\_\_ effect of inspiration in others. The \_\_\_\_\_ mood in an organization mirrors the emotions of its leaders.

**Take a moment to look deep inside yourself and answer these questions:**

How excited are you about the work you do?

- Very excited
- I'm excited sometimes



- Not at all

How much energy do you have?

- Enough to power half my city
- A lot some of the time, not so much on some days
- I have very little energy most of the time

How positive are you about your organization, its people, and its purpose?

- Very positive
- Somewhat positive
- Not positive at all

Where do you rate in energy, passion, and positivity?

- Really high
- Average
- I need help really quickly

**What kind of leader are you?**

- You are exhausted and overwhelmed by leadership
- You feel the system is beating your 'Renegade leader' out of you
- You are so passionate that you tend to be short-tempered with your employees who do not share your passion
- You confuse friendship with inspiration and this affects your results
- You have an inspired team but you do not know how to harness and direct their energy

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Inspiration is “stimulation of the mind or emotions to a high level of feeling or activity.”  
 If you lead in any capacity, you are the spark that ignites others. You hold the key. You are the one who starts the engines and turns over the organization in the morning.  
 Do you inspire your organization to go from 0 to 60, or does it merely sputter along?

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**Can you believe this?**

Only **1/10** employees reports that their leader is inspired and inspirational!

**How can you go from being a good leader to being a great leader?**

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**The Difference Between Average and Inspired**

| Average  | Inspired  |
|--|---|
| <ul style="list-style-type: none"> <li>• Skills</li> <li>• Experience</li> <li>• Education</li> <li>• Background</li> <li>• Knowledge</li> </ul> | <ul style="list-style-type: none"> <li>• Everything an average leader has PLUS</li> <li>• A focus on values, passions, and unique skills of each employee</li> <li>• Understanding of what is meaningful to each employee</li> <li>• Structure employees work so that the meaning and purpose are fulfilled.</li> </ul> |

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Think back to a time when you felt inspired. What did that feel like?

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Your leader put you in a position to be your very best and consistently recognized the positive impact you were having on the organization. How did he or she do this?

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## FORWARD ACTIONS

### How to be inspirational?

Tick of each action as you complete it or finish answering the questions.

#### 1. Get inspired yourself

- Maintain your health, spirit and drive

Ponder any shifts you need to make to make the change

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- Be committed to achieving your results

- What could you do to make your work more fulfilling?

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- What vision have you not yet explored?

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- Where are you playing small versus all-in?

## 2. Focus on your teams

- Do your employees seem excited or overwhelmed?

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- Are they passionate about what they're doing or just going through the motions?

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- Are meetings full of eager employees sharing ideas and thoughts, or do they focus on what's not quite right?



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- When you speak to your employees, do you focus on their unique strengths and passions and how they can contribute to the organization's goals and ultimate success, or do you focus on their weaknesses and mistakes?

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**3. Focus on people before tasks.**

- Discover the unique strengths, talents, passions, and values of your employees, and find ways that allow them to use this brilliance in their job functions.
- Ask them what they need to feel successful at the end of the day, and help them to create the work, learning opportunities, and growth that meet those objectives.

**4. Share the big vision.**

- Your people are ready for it. It's far from motivating to only see a small part of a big picture. If you're excited, your people will be, too. Let them be part of setting the course for success. They will be much more committed to a plan of action that they help to create.

**5. Let your people know you value their contribution, and help them to understand how important it is to the company. It's disempowering to make a**



widget on an assembly line without knowing how it fits into the product it helps to produce.

#### **6. Manage with visibility and emotional connection.**

- Don't be afraid to be present, to show up fully, even when you don't know the answers or when the bottom is falling out.
- You inspire others when you show them you are confident in them, yourself, and your organization to meet the challenges that arise.

#### **7. Model for others what you expect of them.**

- Be an example by living the values you want your organization to exude. If you don't want to waste time on gossip, for example, don't talk about others. If you want people to arrive to meetings on time, don't be late yourself. If you want employees to trust you and be open, allow them space to be heard.
- Increase your capacity for empathy, listening, and emotional and social intelligence.

#### **8. Self-monitor your own energy.**

- Everyone experiences highs and lows. Know that as a leader, your lows affect the people around you, at work as well as at home. Develop a strategy to shake off the lows, put negative energy aside, and move forward through these periods. Not only will your people be positively impacted, but you will experience improved health and peace of mind (and so will your family!)





**9. Use powerful words to inspire powerful change:**

- Such as “reveal,” “validate,” “motivate,” “compel,” “elaborate,” “assure,” “emphasize,” “action,” “entice,” “gain,” “optimize,” and “leverage.”
- Leave negativity at the threshold, and enter the building as an inspired leader.