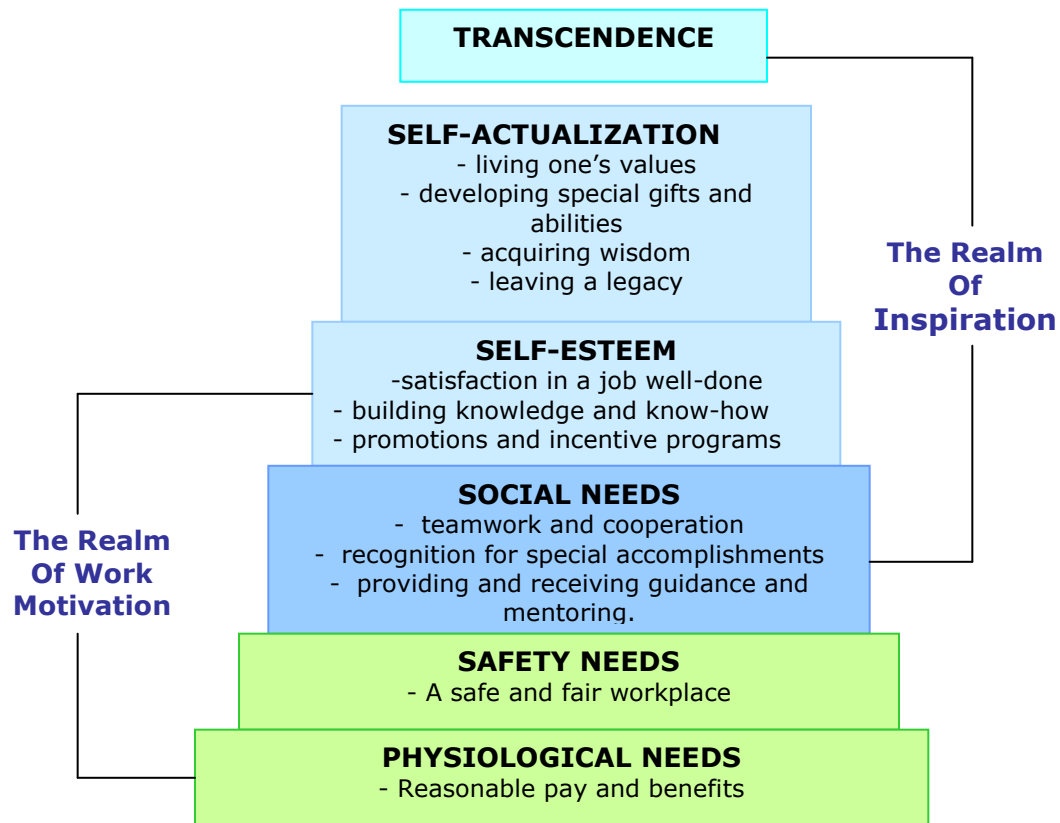


**INSPIRATION, MOTIVATION...  
AND THE WISDOM TO LEAD IN THE AGE OF INNOVATION**

In today’s fiercely competitive global economy, the best innovators win. So how do you lead others to transcend ordinary performance? How do you pump up your people to tackle unscalable heights? How do you inspire them to tap into their creativity and innovate for sheer pleasure?

**Learn inspirational leadership for the age of innovation...**

Many readers will be familiar with Maslow’s hierarchy of needs. As society has evolved, people have much greater opportunity to transcend personal concerns. Among knowledge workers, basic needs of one’s self and immediate family tend to be well met. This abundance frees energy to focus on higher levels of motivation and to address concerns beyond our personal sphere. Enter...the realm of inspiration.



**The Realm of Work Motivation** is powered by needs and energetic forces that *originate both within and beyond* the individual to initiate, direct and determine the strength of voluntary work effort.

**The Realm of Inspiration** overlaps and *encompasses higher level motivations.*

Core components include:

- Transcendence – moving toward something new, better or more important – apprehending new possibilities. Concern for others and the grater good.
- Evocation – *inspiration is evoked* – one does not feel directly responsible for becoming inspired. Inspirational leadership enters here.
- Motivation – to turn new ideas into tangible results.

While working in the realm of inspiration, time passes quickly. Concern about oneself and everyday life become temporarily suspended. And, the activity becomes so gratifying that we are willing to do it for the sheer satisfaction it brings.

**By focusing motivational efforts in the realm of inspiration, you will enable your staff to scale the heights to transcendent performance. Here's how:**

1. First and foremost, people follow leaders for who they are rather than for what they do. Continuously strive toward self-actualization and let people know who you are and what you stand for.
2. Connect with the mission, vision and spirit of your company. How does the work your organization does make the world a better place? Evoke inspiration by taking every opportunity to share examples and stories of success.
3. Know what motivates and inspires key players in your circle of influence. These include key customers, your boss, peers and direct reports. Mentor your staff to understand what makes the key players in their circles tick as well.
4. Use this knowledge to connect personally with your key players. Harness energetic forces by skillfully assigning work and frequently reinforcing effort and success.
5. Learn to love carefully constructing and delivering performance evaluations-- include feedback on issues that really matter to each individual. The gift of appreciative feedback is both motivating and inspiring.
6. Foster teamwork to spur creativity and meet social needs.
7. Mine the creativity of your staff for transcendent ideas. Novel ideas can bubble up from anyone, anytime, anywhere.
8. Spread the wealth of transcendent work. Everyone wants to spend some portion of their time moving toward something new, better or more important. Creating significantly improved processes and methodologies as well as designing radically new products and services can move people into the sphere of inspiration and transcendence.