

How to Inspire and Motivate Others

GoSkills online course syllabus

Skill level

Beginner

Lessons

23

Pre-requisites

No prior experience needed

Video duration

1h 19m

Estimated study time

1h 19m

Instructor

Larry Cornett, PhD

Introduction

1 Inspire and motivate to drive success

Inspiration vs. Motivation

2 Inspiration isn't the same as motivation

It is too simplistic to think that motivation is the push of an outside force while inspiration is the pull of a driving force.

3 Why does inspiration matter?

Inspirational communication requires more investment and often takes longer to incorporate into other's beliefs.

How to Inspire Others

4 The psychology of inspiration

Research has found that inspiration is conceptualized as having three core characteristics: transcendence, evocation, and approach motivation.

5 Creating a shared vision

A compelling vision makes others say, "I believe in that too!" After this lesson, you will be able to create an inspirational vision that connects with the right people.

6 Defining an achievable mission

You want people to hear your mission and say, "I can make that come true." After this lesson, you will be able to define a singular and realistic mission statement.

7 The power of storytelling

The ability to inspire others demands the power of effective storytelling.

Avoiding Inspirational Pitfalls

- 8** **Genuinely believe in the vision**
Inspiring others begins with a shared vision, but you will fail if you don't personally believe in it.
- 9** **Leave some people behind**
It is impossible to create an inspirational message that resonates with every single person in the world, nor should it.
- 10** **Beware the endless mission statement**
A memorable and meaningful mission statement is notoriously challenging to craft.
- 11** **Connect the dots**
People often fail to inspire others because they don't connect the vision and mission to the audience.

How to Motivate Others

- 12** **The psychology of motivation**
Since the late 1950s, psychologists have sought to understand the relationships between motivation, performance, and satisfaction.
- 13** **Extrinsic vs. intrinsic motivation**
One key motivational dimension is whether it comes from the outside or the inside.
- 14** **Understand your audience**
Motivational strategies can't be applied generically to everyone. After this lesson, you'll be able to uncover what motivates one person vs. another.
- 15** **Communicate with emotional connection**
Empathy and compassion are crucial components of your motivational toolkit.

Avoid Motivational Pitfalls

- 16** **Motivating others isn't about you**
What motivates you won't necessarily be viewed as motivational for others. After this lesson, you will be able to avoid this trap.

- 17** **One size doesn't fit all**
Everyone reacts uniquely to various combinations of motivational approaches.
- 18** **Reward systems can backfire**
You have to carefully construct motivational systems so that they reward the right behaviors.
- 19** **Motivation doesn't last forever**
Unlike inspiration, motivation requires more frequent application to continue having a positive impact.

What Success Looks Like

- 20** **The benefits you will experience**
When you are successfully able to inspire and motivate others, you'll notice that you're able to accomplish more with less friction.
- 21** **Recognizing behavioral changes in others**
People reflect their levels of inspiration and motivation in different ways.
- 22** **Improvements in organizational culture**
Inspired organizations have healthier cultures and shared values.

Conclusion

- 23** **Next steps**
Greater success in your career and life depends on your ability to inspire and motivate others.

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