

Session 9 Connectors Inspire People

How much does it really matter if someone is highly motivated in their work, and in their life? Some of my research on how much motivation really matters was astounding to me. I had to cross check my references carefully to make sure that the statistics could all be verified. Lots of studies that I read tossed around numbers like forty percent or even higher when they compared the performance of motivated employees versus unmotivated employees. A forty percent performance differential; staggering to me. I read one study that said motivated employees are eighty seven percent less likely to leave an organization compared to an unmotivated employee—eighty seven percent variant there. Lots of studies that I read said that people that are motivated at work call in with dramatically fewer sick days, dramatically fewer insurance claims, less employee theft, fewer wasted hours, the list went on and on. The statistics just blew me away. There's a huge difference in the outcome, the deliverables, the achievements of motivated people versus unmotivated people. But you all kind of know this from personal experience; you know how much more you will give if someone inspires you. There's no doubt about it; everyone benefits from motivation. Everyone wants to be inspired.

The Inspiration Equation

What people _____ + What people _____ + What people _____ = _____

What People Need to Know:

1. That you _____ them and are _____ on them.
2. That you have _____ of them.

“Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could.”

—Steve Jobs

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What People Need to See:

1. People need to see your _____.

President Lyndon B. Johnson asserted, "What convinces is conviction. Believe in the argument you're advancing. If you don't, you're as good as dead. The other person will sense that something isn't there, and no chain of reasoning, no matter how logical or elegant or brilliant, will win your case for you."

2. People need to see your _____.

The mediocre teacher _____. The good teacher _____.

The great teacher _____.

What People Need to Feel:

1. They need to feel your _____ in yourself and them.

2. They need to feel your _____.

"Silent gratitude isn't much good to anyone."

—Gladys Stern

Doctors John Bright Cage and Jeff Marshall,

Ten years ago I had a heart attack. God used both of you to spare my life. This is a letter of gratitude. The words in this letter are from my heart. They must be written as a tangible way of giving thanks to you. I believe that silent gratitude isn't much good to anyone.

Your lives have been dedicated to helping people. No doubt over the years many people have been given a second chance to live. For 10 years I have been living my "second-chance" life. Because of God's goodness and your giftedness, allow me to briefly share what has happened during this time:

- I have enjoyed my extra 10 years with Margaret and my family.
- Five grandchildren have been born and stolen my heart.
- 38 books have been written that have sold over 15 million copies.
- Amazon.com inducted me into their Hall of Fame.
- I have been named the "World's #1 Leadership Guru."

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- 3 Leadership events have been founded by me:
 - Catalyst – A young leaders conference averages 12,000 per event.
 - Maximum Impact Simulcast – which reaches 100,000 people each year.
 - Exchange – a high level executive experience.
- Two of my companies have experienced wonderful growth:
 - INJOY Stewardship Services has partnered with 4,000 churches and raised over \$4 billion.
 - EQUIP has trained 3 million leaders in 113 countries.
- It has been my privilege to speak for the United Nations, West Point, NASA, the CIA and many Fortune 500 companies.
- Most important, over 7,500 people have received Christ through my teaching!

1 Samuel 2:9 says, “God protectively cares for his faithful friends, step by step.” Dr. Cage it was no “accident” when you handed me your business card and said, “John, God has asked me to take care of you. Call me at anytime if you need help.” Dr. Marshall, it was no “accident” that you met me at the hospital with your team and said, “We are here to take care of you; everything’s going to be fine.”

For the last 10 years I have continually expressed to God my gratefulness for both of you. Tonight I give you this letter and say with great love and appreciation, “Thank you!”

Key Concept: What people remember most is how you made them feel.

Question: “What part of the ‘Inspiration Equation’ do I need to work on ...Knowing – Seeing – or Feeling?”