

# How to Inspire and Motivate Others

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

23

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

1h 19m

**Estimated study time**

1h 19m

**Instructor**

Larry Cornett, PhD

## Introduction

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### 1 Inspire and motivate to drive success

## Inspiration vs. Motivation

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### 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

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### 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

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- 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

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- 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

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- 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

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- 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

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

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