Goskills

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

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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