



Inspirational Leadership

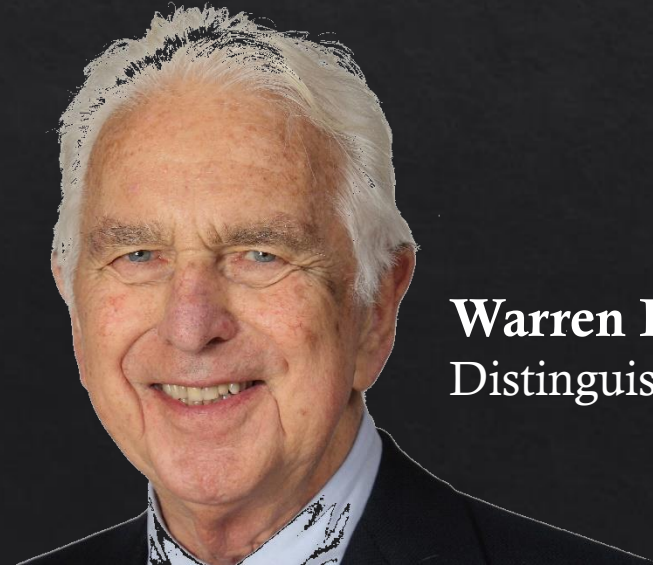
**Do you wake up in the morning
inspired?**

**Do you go to bed fulfilled of your
day?**

References

- Start with Why, Simon Sinek
- Leaders Eat Last, Simon Sinek
- Together is Better, Simon Sinek
- The Infinite Game, Simon Sinek
- True North, Bill George
- Leadershim seminar
- www.startwithwhy.com
- www.youtube.com/Simon_Sinek

“Leadership is like beauty; it’s hard to define, but you know it when you see it.”



Warren Bennis
Distinguished professor and author

“Leaders are highly complex human beings, people who have distinctive qualities that cannot be sufficiently described by lists or traits of characteristics.”



Bill George
Author of True North

Leadership Myths

1. The Talent Myth

Leadership is a practicable and learnable skill.

Leadership is for the many, not the few.

2. The Position Myth

Leading is about actions
you take, not the position
you hold.

3. The Strength Myth

You can't do your best without searching for new experiences, making mistakes and learning from them.

4. The Self-reliance Myth

The best leaders know they can't do it alone.

5. The It-comes-naturally Myth

The best leaders become the best because they work hard at it and practice.

We Need Leaders

“As the world becomes ever more dangerous and our problems more complex and dire, we long for truly distinguished leaders, men and women who deserve our respect and loyalty.”

Manipulation vs Inspiration

Manipulation

Price

Promotions

Fear

Peer pressure

Aspirations

Novelty

Short-term transactions

Repeat business

Costly

Stressful

Inspiration brings

Long-term transactions

Loyalty

Sustainability

Game Theory

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graph TD; GT[Game Theory] --> IG[Infinite Game]; GT --> FG[Finite Game]; IG --> IP[Infinite Player]; FG --> FP[Finite Player];
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Infinite Game

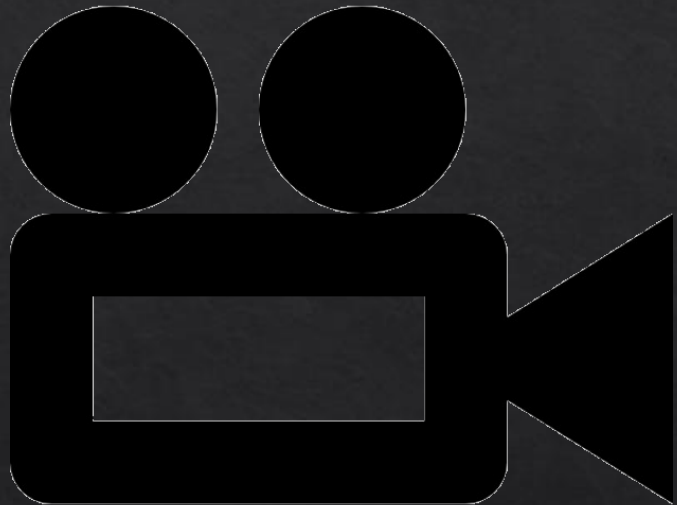
Finite Game

Infinite Player

Finite Player

Which Game Are You In?

Click to watch the video



Golden Circle

People don't buy what you do,

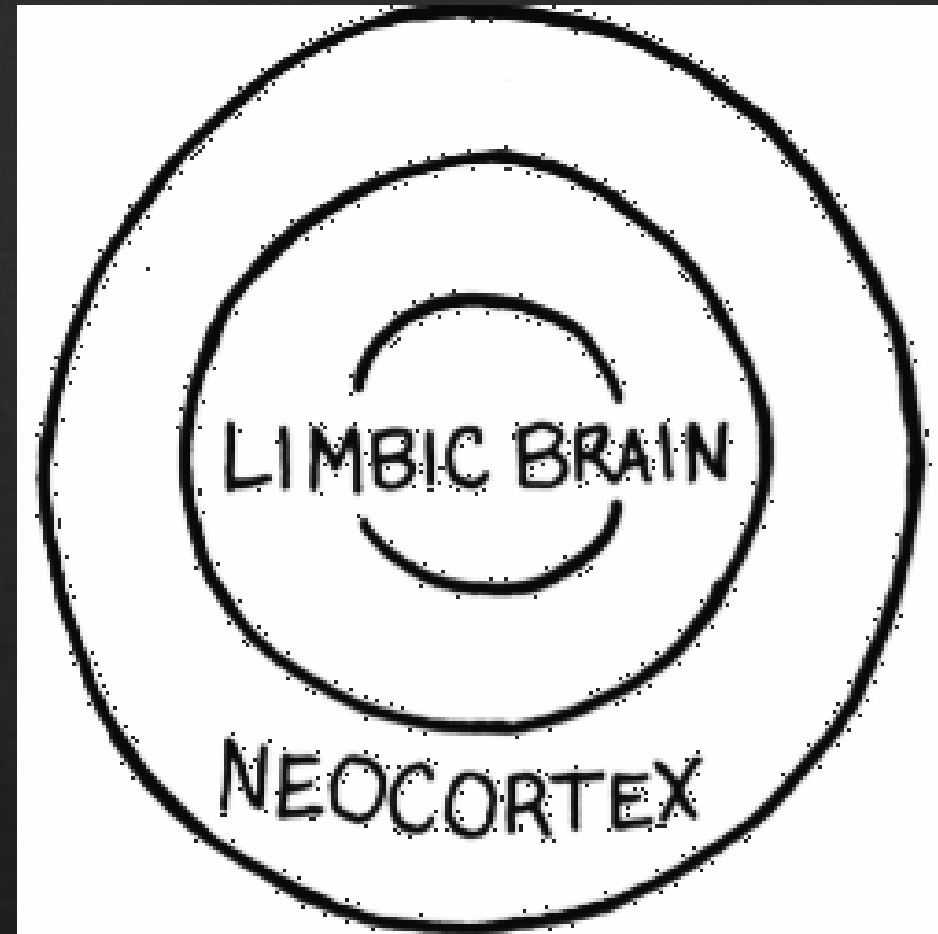
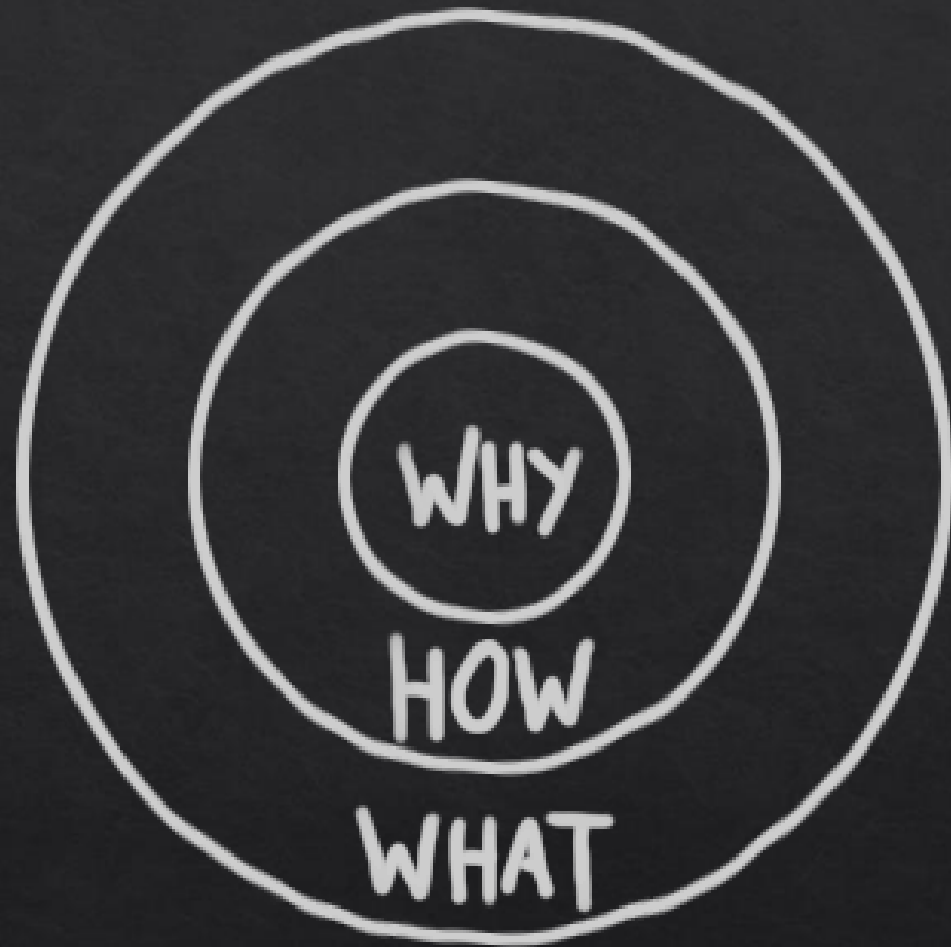
They buy why you do it.

Biology Proves It

Gut Decisions

Vs

Rational Decisions

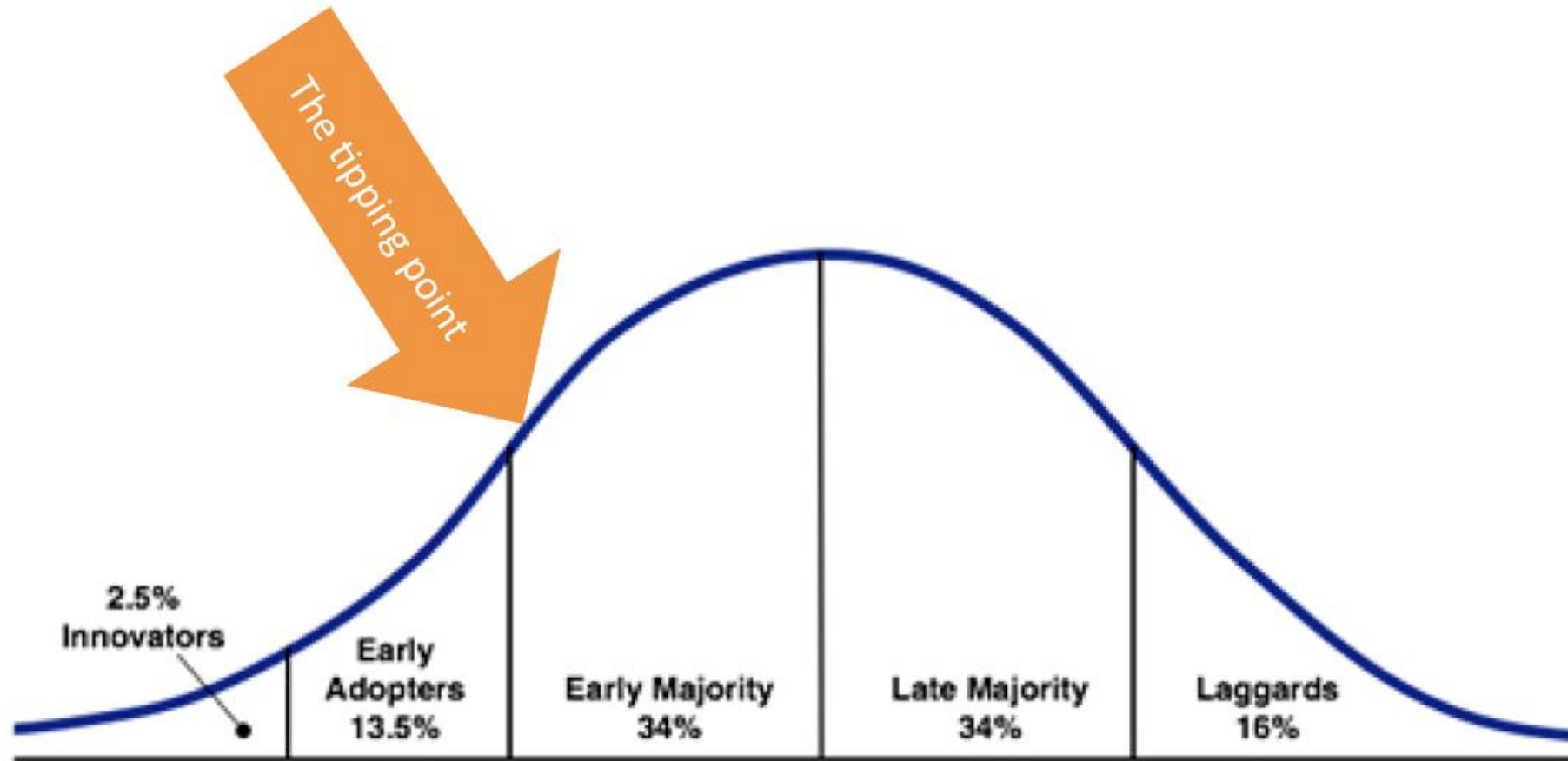


Numbers Prove It

The stock price of **well-led** companies grew by over **900%** over 10 years, compared with **74%** of **poorly led** companies.

Science Proves It

The law of diffusion of innovation



Authentic leader,
Depends on internal compass.
This is your true north.

Directs you to your clear purpose in life,
And people naturally associate with you.

Authentic leaders lead with their heart as well as
their head.

Balanced Golden Circle

BE

Transparent in WHY

Disciplined in HOW

Consistent in What

We are social animals
Our survival depends on it!

When we are surrounded with people
who believe what we believe,
Trust and cooperation emerges!

Why comes out of pain!

Vast majority of people wake up every morning inspired to go to work, feel safe at work and return home fulfilled.

We rather than Me

Serotonin

Leadership Chemical

Future is Ours

Abduct the future
To your favor!

Future is a white canvas
Whatever you manifest in,
It's yours!

Find your why

Inspire

Change the status quo

“Leadership is a journey, not a destination. It is a marathon not a sprint. It is a process not an outcome.”

Thanks