

# Great Motivators Make Great Leaders

Keynote by John Baldoni



It could be a plane ride or a trip to a store, or even a visit to a customer's office, the overwhelming feeling you get is – “Boy, are those people doing a good job.”

Employees are courteous and helpful. More important, the work speaks for itself. Things get done and everyone seems to be pulling together. In other words, employees seem *motivated*.

The secret to motivation is straightforward – you don't motivate people directly; you create conditions for people to motivate themselves. Why? To improve performance and get results!

In “Great Motivators Make Great Leaders,” John Baldoni delivers real-world “best practices” that leaders at every level can use to get their people revved up and raring to go the right way.

John employs a three-step model:

- *Energize* employees to focus on the right goals;
- *Encourage* employees to reach those goals; and
- *Exhort* employees to fulfill those goals.

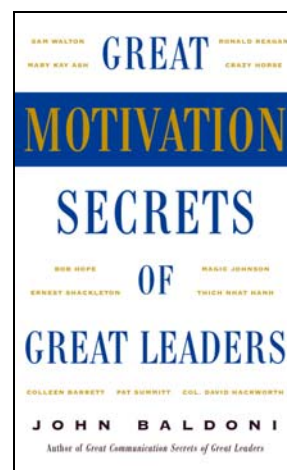
Specifically, John suggests that leaders do the following:

- Turn “bad attitudes” into good work habits by listening, learning, and making positive changes.
- Get people to challenge your ideas – encourage people on the team to think for themselves and even disagree with you.

- Share the leadership load – delegate responsibility and authority to others.
- Create an “energy room” – designate a special place where people can come together to share their best ideas. Post them on the wall for all to see.
- Honor the teachers – give back to those who made your success possible.

Motivation is an essential leadership behavior; it combines an ability to communicate with an ability to coach, supervise, delegate and reward. In other words, motivation is fundamental to organizational effectiveness and individual success and growth.

This keynote presentation is based on John's newest book, *Great Motivation Secrets of Great Leaders* (McGraw-Hill 2005)



John also guest lectures in university programs, including University of Michigan. He is the author of five leadership books, including *180 Ways to Walk the Leadership Talk* and *Great Communication Secrets of Great Leaders*.

## About John Baldoni

A frequent speaker, John specializes in leadership communications and coaching, in particular with first-time supervisors. His clients range from Fortune 100 companies to non-profit organizations and entrepreneurial start-ups.