

Inspired People Produce Results
How Great Leaders Use Passion, Purpose and Principles to Unlock Incredible Growth
Jeremy Kingsley

SYNOPSIS

The world of business is faster-paced than ever before. Budgets are being slashed, competition is fierce, and the finance people are scrutinizing profitability and pointing fingers like never before. Pressure for results has never been greater.

Kingsley believes that the essential principles and skills for effective leadership in this world are passion, purpose, loyalty, humility, patience, integrity, strong communication skills, establishing a safe working environment and a commitment to giving personal attention to each team member—resulting in INSPIRATION, the golden key to leadership success.

He takes these topics one at a time and provides the research behind the premises, stories that bring them to life and tips on how to make these principles and skills part of your day-to-day relationship with your team.

For example, Kingsley states that communicating purpose will take more than requiring your team to memorize the company mission statement. It must become part of the culture of what everyone in your organization thinks about, says and does each and every day. It will influence decisions made at the top and choices made by each employee. He goes on to illustrate this by saying that legs ache halfway through a race and heads often ache at the same time during a challenge. It is purpose that carries tired limbs and overburdened minds on until a second wind comes and the finish line is in view.

About loyalty, Kingsley says that research shows that less than 30% of today's employees say they are loyal to their company. When employees aren't loyal they sometimes feel like hostages, are thinking about leaving, aren't improving their productivity, or giving their employer their best ideas because they are going to take them with them. Gallup research shows that loyalty is made up of a number of things such as whether the employer "looks out for" the employees' best interests, pays attention to their career path, and gives them opportunities to improve their well-being. But the real silver bullet is the relationship between an employee and his or her manager—that's what has the greatest influence on an employees' overall satisfaction, loyalty and passion.

In summary, Kingsley believes that inspiring people is the key to unlocking their potential. It's the ingredient that enables people to achieve unprecedented success, and defines the difference between managers and leaders.

Review by Chris Gay, Bridge Consulting

SAMPLE LEARNINGS

At the end of each chapter, Kingsley gives tips for leaders on how to create an inspired workforce. Here are just a few:

- Define and clarify the purpose of your organization, your staff and each project for every member of your team.
- Give your team members opportunities to explore new things.
- Look for ways, no matter how unconventional, to link the passion of each individual with the purpose of your organization.
- Always keep your door open to your staff members and be generous with information that affects them.
- Show that you care about your employees and what they do.
- A friendly note to say thank you goes a long way.
- Most of today's employees come to work seeking relationships. They want to be understood.
- Listening to—and when appropriate implementing—ideas from your team engenders respect and trust.
- The patience you show as a leader sets the tone for every interaction you have with your team.