

BASED ON CONTENT BY JOHN C. MAXWELL

MAXIMIZE **YOUR SUCCESS!**

A 12-WEEK PROGRAM
TO DEVELOP YOUR LEADERSHIP SKILLS

PRESENTED BY THE JOHN MAXWELL COMPANY & WORLD FINANCIAL GROUP

3

THE POWER OF MOTIVATION

By Dr. John C. Maxwell

WEEK THREE | LESSON NOTES

Do you remember the first time in your life you were motivated?

Remember

Average leaders direct their people.

Good leaders direct and explain to their people.

Excellent leaders direct, explain and demonstrate to their people.

Great leaders direct, explain, demonstrate and inspire their people.

“Coaches who can outline plays on a blackboard are a dime a dozen. The ones who succeed are those who get inside their players and motivate them.”

- Vince Lombardi

The Leader Who Motivates ...

1. is _____.

It's impossible to motivate others unless you are self-motivated.

2. **Should Motivate Others with the** _____.

Manipulation = Moving people for _____ advantage.

Motivation = Moving people for _____ advantage.

Here are some *Motivation Questions*. Ask yourself:

Do I only motivate people who can help me?

Do I only motivate people when I am in a leadership assignment?

Do I motivate others by using leverage or guilt?

Do I unconditionally love others if they do not respond to my motivation?

3. **Creates a Motivational** _____.

According to F. F. Fournies, writing in *Coaching for Improved Work Performance*, there are five reasons why people do not perform the way they should:

1. They do not know WHAT they are supposed to do. _____

2. They do not know HOW to do it. _____

3. They do not know WHY they should. _____

4. There are obstacles beyond their control. _____

5. They do not care enough to do excellent work. _____

How to Motivate Others:

1. _____ the Power of Motivation

- Motivation helps people to know what they should do, and to do it.
- Motivation also helps people to know what commitment they should make, and then to make it.
- Motivation helps people know what habit they should break, and then to break it.
- Motivation helps people to know what path they should take, and then to take it.
- Motivation makes it possible to accomplish what you should accomplish.

2. _____ in Your People.

It is wonderful when the people believe in their leaders.

It is more wonderful when leaders believe in their people.

Believe in your Vision = _____

Believe in your Cause = _____

Believe in your People = _____

3. Understand the Relationship between Motivation & _____.

Your ability to motivate people will be determined by how close you are to those people.

You can't motivate people positively that you feel negative about.

Good leadership from a distance will _____ people.

Good leadership close-up will _____ people.

4. _____ Your _____.

1 Motivational Principle: People do what people see.

Our learning is 89% visual, 10% audio, and 1% to the other senses.

5. Show People They Are _____.

“If you want to persuade someone to your point of view, make him feel like somebody. Put yourself in his/her shoes. Don’t talk; listen to his problems and concerns. Show that you are genuinely interested.” — Dale Carnegie

A. **Remember** their _____.

B. **Write down** their _____.

C. **Tell others about** their _____.

D. **Ask for** their _____.

6. Give a Person a _____ to _____.

Ask yourself, “What is special, unique and wonderful about that person?”

Then share it with others!

7. What Gets Rewarded _____.

The 4 to 1 Rule:

There should be four positive reinforcements or more for every punishing consequence.

Grandma’s Law:

If you eat your vegetables, you can have dessert. Reward the Right Way.

1. Reward people according to their interests, not yours. Fundamental Motivational Error: Everyone is like me or will be when they grow up.

2. Reward people only if they deserve it.
3. Reward people immediately. The longer the delay, the less value the reward.

8. Hold More _____.

People do better when they feel better about themselves. — Ken Blanchard

9. Encourage participation and _____ .

People support what they help create.

Edgar Daley says . . .

People will remember

20% of what they hear.

30% of what they see.

50% of what they see and hear.

80% of what they see, hear and do.

10. Set High Standards.

The secret to motivating people is to hire self-motivated people. The secret in hiring self-motivated people is to set high standards.

The Law of Magnetism: Who You Are is Who You Attract

Three conditions are needed for people to stretch up to high standards:

1. _____

To risk, to learn, to grow and fulfill their potential.

2. _____

To be autonomous so they can be creative, make decisions & act.

3. _____

To do things that matter and create value.

11. Know the _____ Moments of a Person's Life.

People *change* when they . . .

Hurt enough they *have* to.

Learn enough they *want* to.

Receive enough they are *able* to.

12. _____.

Our English word *communication* comes from the Latin word *communis*, which means _____. Effective communicators always find something in common with the people. It is on common ground that they connect with others.

Keys to Finding Common Ground

1. _____ - knowing what motivates people.

3 Identification Questions

- A. What do you sing about?
- B. What do you cry about?
- C. What do you dream about?

2. _____ - knowing how to motivate people.

1. *The words of our* _____.

2. *The way we spend our* _____.

13. Reinforce Motivation by Placing Value on _____.



Remember:

- Motivation gets you there. Habits keep you there.
- Habits change your life. Hyping people changes your moment.

WEEK THREE | REFLECTION

1. In what areas do you lack motivation? Why do you think it's difficult to get motivated in these areas?

2. Evaluating your own motives for motivating others is a huge leadership component. Review these key questions. This is a personal honesty test—so answer truthfully.

Do I only motivate people who can help me? Why?

Do I only motivate people when I am in a leadership assignment? What does this say about the reasons I desire to be in a leadership role? What does this say about how I view the importance of the people I lead?

Do I motivate others by using leverage or guilt? Why is using leverage and guilt dishonest? What tools *should* I be using to motivate others?

Do I unconditionally love others if they do not respond to my motivation? How do I define “love for others”? Why should love be a key motivating factor in the way I lead?

3. Read this quote by Dale Carnegie again:

“If you want to persuade someone to your point of view, make him feel like somebody. Put yourself in his/her shoes. Don’t talk; listen to his problems and concerns. Show that you are genuinely interested.” — Dale Carnegie

How do you treat people each day? Do you use them rather than listen to them? Do people feel motivated after talking to you or taken advantage of?

WEEK THREE | TAKE ACTION

Motivation is like love and happiness. It's a by-product. When you're actively engaged in doing something, it sneaks up and zaps you when you least expect it. As Harvard psychologist Jerome Bruner says:

*"You're more likely to act yourself into feeling than feel yourself into action.
So act! Whatever it is you know you should do, do it!"*

- 1 Identify the top five players on your team. Now write down what you perceive to be the keys in their life. Thinking about your team lays the groundwork for you to understand how better to motivate them. Now, spend ten minutes and write out a "My motivational game-plan for my team members."

Team Member One: _____

KEYS IN THEIR LIFE

Team Member Two: _____

KEYS IN THEIR LIFE

Keys in Their Life:

Keys in Their Life:

Team Member Three: _____

KEYS IN THEIR LIFE

Team Member Four: _____

KEYS IN THEIR LIFE

Team Member Five: _____

KEYS IN THEIR LIFE



My motivational game-plan for my team members.

- 2** Consider rewards for your team. Remember that rewards only make sense to people when they reflect your personal knowledge of who they are as a person. If a person hates basketball, then NBA tickets as a reward makes no sense.

And again, only reward behavior you want repeated. Be careful in structuring your incentives to not unintentionally reinforce undesirable behavior. Think about whether your rewards for certain outcomes encourage unwanted processes or behaviors. Leadership is about building people, not just achieving results.

Write out a Rewards List. Make it a point over the next month to take notes detailing the types of rewards that make sense for each team member.

Team Member	Reward
1.	
2.	
3.	
4.	
5.	

3

Do people believe in you? Do they see you walking your talk? This week, write down your top three Core Beliefs—the ones that guide how and why you do what you do. Keep this list on your desktop or in your journal. Each Friday, re-view your list and evaluate how those Core Beliefs are impacting your daily life.

Core Belief 1: _____

Core Belief 2: _____

Core Belief 3: _____

4

Have some fun. Think through the main channels of motivation in your life: What things in life motivate us?

Channels of Motivation:

1. Books

2. Places

3. People

4. Music

5. Events

Now, do some research for each channel. What new books could you purchase that would motivate you? Are you planning to attend any conferences in your field this year? What's your playlist like? Is it uplifting? Who are the people you plan to surround yourself with? You get the picture.

Answers: Self-Motivated; Right Motives; Personal; Mutual; Environment; Mission Issue; Training Issue; Soul Issue; Leadership Issue; Attitude Issue; Appreciate; Believe; Inspiration; Conviction; Motivation; Relationships; Impress; Impact; Walk; Talk; Important; Names; Questions; Success; Help; Reputation; Uphold; Gets; Done; Celebrations; Ownership; Challenge; Empowerment; Significance; Motivational; Communicate Effectively; Common; Identification; Connection; Mouth; Money; Habits.