



Inspiration and productivity



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A client of mine who serves as a University Dean was in search of ways to inspire his faculty. He wanted to get them to invest in becoming energized, more hopeful, motivated, and productive in their career activities. A simple idea but a challenging process and one that is familiar to leaders in all types of situations.

How do you go about inspiring others – to work exquisitely?

The Dean found a story about a photographer at National Geographic. Phenomenally productive guy. He created a program and gave talks about his process. His talks were accompanied by a slide show of his photos and they were poignant. He revealed how he would shoot thousands of frames to find the right scene, the best moment, the perfect lighting, and it was as he asked himself over and over again – what is the next best possibility here? He would then strive to obtain it. As we look at this first class magazine, we know the quality – it is truly awesome.

We inspire others, alongside ourselves, by looking at people who achieve greatness. I've spent my life looking at people who are truly excellent and searching their tactics, examining their attitudes, asking them their thought process, and following their activities. I find myself asking the question – how can I better understand their achievements? How can I emulate this? How can I inspire others?

It is when we are most inspired that we produce our most impressive work and it all begins with the question – what is my best, how do I get there?

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