



# The Inspiring Leader: Unlocking the Secrets of How Extraordinary Leaders Motivate

*John Zenger*

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## **The Inspiring Leader: Unlocking the Secrets of How Extraordinary Leaders Motivate** John Zenger

In their bestselling work *The Extraordinary Leader*, performance thought leaders John Zenger and Joseph Folkman revealed the 16 key competencies that separate the top 10 percent of leaders from the rest. Since that book's publication, they and coauthor Scott Edinger discovered, through an extensive study conducted over four years, that leaders who possessed the ability to inspire and motivate outperformed all others.

The authors found that the impact of inspiring and motivating others is consistent across different kinds of organizations and within different cultures. *The Inspiring Leader* reveals the authors' newest proprietary research on how top leaders inspire teams to greatness. It discusses the behaviors exhibited by the most successful leaders and includes advice on how to implement them. Drawing from statistically significant data and objective empirical evidence, the book shows how to:

- Establish a clear vision and direction
- Use the power of emotions
- Create stretch goals for your team
- Foster innovation and risk taking
- Encourage teamwork and collaboration
- Champion change, and much more

Zenger, Folkman, and Edinger lay out the strategies and concepts used by the world's greatest leaders to motivate their teams. With *The Inspiring Leader* as your guide, you will learn how to put those strategies to work in your own business.

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