



# INSPIRE SELF; INSPIRE OTHERS

A photograph of a diverse group of professionals in a meeting room. They are high-fiving and smiling, suggesting a successful collaboration. In the background, a whiteboard is visible with handwritten notes under the heading 'About US'. The notes include 'Service' with sub-points 'Customized', 'Flexible', and 'Supportive', and 'Project' with sub-points 'Full-time' and 'Part-time'.

A GUIDE FOR LEADERS TO  
MOTIVATE AND INSPIRE  
THEMSELVES AND THEIR TEAMS

## When you hear the word 'inspiration,' what words come to mind

Who doesn't want more inspiration in their life?! The beauty of inspiration is we don't need to rely on others to motivate us; we can inspire ourselves. In doing so, we also enthuse those around us, whether they are direct reports or colleagues.

In this eBook I will cover tools to:

- Develop an inspired mindset
- Strive for excellence and achievement
- Ensure you are inspiring others to do the same

## WHAT IT MEANS TO INSPIRE

Imagine a world where every person wakes up each morning feeling truly inspired. They're motivated by their passions, driven by their goals, and empowered to make a positive impact.

Now, picture yourself as the catalyst for that inspiration, not only in your own life but in the lives of those around you.

We are about to embark on a journey to unlock the secrets of self-inspiration and explore the transformative power of inspiring others.

### **Inspire - /In'spɪə/**

1. To fill someone with the urge or ability to do or feel something.
2. To create a positive feeling in a person.







## INSPIRATION TIPS FOR YOU AND OTHERS

### #1 Adopt a Positive Mindset

Positivity and inspiration are surely close friends. And being positive is a mindset; it's a choice. The more positive we are, the more inspired we feel to take on challenges and get through setbacks. Granted, some people are more pessimistic than others. But the good news is that our brain is a muscle. Like any other muscle in the body, we can shape it and mould it.

To increase your level of inspiration, focus on the positive in any situation. Even when things go wrong, pause this consider 'what am I learning from this situation?' 'How could this be a blessing in disguise?'

Focus on solutions rather than problems.

Consider what brings you focus and inspiration. Is it watching inspirational videos on YouTube, or having a Vision Board on your wall, or writing your goal on your bathroom mirror so you read it every morning. For some people, it's simply knowing that something is possible because others have achieved it before; that is enough to maintain a positive focus, inspiration and momentum.

#### **The beauty of a positive mindset:**

- It's a choice you get to make all day every day
- It makes you feel better which positively impacts all areas of your life, AND
- It's contagious! It will inspire others to adopt a similar outlook.

#### **Two simple rituals for you:**

1. Celebrate successes both individually and with your team. Each week call out what went well that week. Watch how much that inspires your team to keep rising, even through the tough times.
2. Daily gratitude practice is a powerful, free and time efficient way to do this. Also builds resilience (when things don't go to plan or days when feeling uninspired!)

## #2 Gratitude Pays Dividends

People feel inspired when they feel valued, and that their good work is noticed and acknowledged. Trust me, as an Executive Coach, clients air their grievances to me. They tell me their frustrations. What I hear the most from clients when they're uninspired ... "I just don't get any acknowledgment for the effort I put in".

Provide regular feedback and recognition to your team and peers for their efforts and achievements. Acknowledge their contributions and celebrate their progress towards their goals. This not only boosts morale but also reinforces positive behaviours that inspire others.

### How much does a thank you cost?

A simple "Thank You" is a powerful motivator and therefore creates inspiration for future great performance. Studies show that employees who feel valued are more committed, more engaged, and more productive! You don't need to be the team leader to create this. Share your gratitude with the people around you. In the same way you (hopefully) take time and thought before giving constructive feedback to ensure it's well-timed and with examples, do the same with praise and recognition. "Good job mate" is better than nothing, but if you really want to inspire those around you, be specific with the recognition. What specifically did that person do that was appreciated and what positive difference did it make to you/the team/the customer?

## #3 Strive to Be Better

We think we need to wait to feel inspired in order to grow and be better. It's actually the opposite. Take action to be better, and this creates inspiration for more. Action comes first; inspiration and motivation follow.

Prioritise your continuous learning, development and growth. When we learn and grow, we know more, we are able to contribute more, we feel more confident. Not only do we feel better, but new opportunities arise.

Invest in your own development through training, workshops, webinars, reading, or seeking mentorship.

When you are committed to your own growth, others become more motivated and inspired to do the same.

I did a personal development course recently. It was four consecutive days, 12 to 13 hours per day, on Zoom! To add to the challenge, the course was run from USA, so it started at midnight here in Australia. My team and friends thought I was crazy!

The action and commitment fostered my inspiration. I wanted to prove I could do it. Action (setting my alarm for 11.30 pm!) comes first; inspiration and motivation follow.

Seeing 60,000 other people all live on camera, learning, growing, stretching our comfort zone, challenging ourselves, dancing ... that was the most inspiring.



## #4 Set Clear Goals

Imagine going for a 10-kilometre bushwalk. When you stick to the path, it's easy. You don't have to constantly think about your direction, you just keep walking and take in the beautiful surroundings.

Now imagine going on a 10-kilometre bushwalk with no path, bashing through the rugged bush ... it's harder, and enthusiasm and inspiration are going to drop.

When we have a clear direction and a path to follow, we are more likely to stay motivated and in turn, inspire others to do the same. Goals, even small ones, help us focus on something positive.

As we reach milestones and have wins along the way, our body literally gives us a chemical boost, a reward, to keep us inspired. It's called dopamine – that's our feel-good chemical.

Setting clear, achievable goals keeps us moving forward in pursuit of that desire. This sense of progress and momentum creates inspiration for ourselves and those around us.

Think about Olympic athletes. Do you think all those athletes feel inspired every day to train tirelessly, to push themselves through pain, to commit more than anyone else would? No way! What drives them? Their goal – to be the best, the fastest, to set a new world record. Whatever the goal is for that person, it stays in front of the mind always. That's what inspires them. When the alarm goes off, it's dark and raining outside, and their body hurts from yesterday's training, an elite athlete will remember their goal and use that to inspire themselves.

What is your goal? What drives you to be better every day? How are you measuring your success towards something?



## #5 Encourage Ownership and Accountability

When we are responsible for the success of a certain piece of work, a project, a whole department, we become more motivated to perform at our best. If others are counting on you to do something well, we are more inclined to step up.

Similarly, if something is really meaningful and important to you, your motivation to do it well increases. Let's imagine you've been asked to create a checklist that will be available online for hosting a party. How inspired are you?

Now imagine you've been asked to arrange and host a 70th birthday party for your own Mum. Now how inspired are you?

Essentially, the more we believe something matters, and the more accountable we are for its success, the more inspired we are to do our best work and succeed.

## #6 Work out what gets the best out of you?

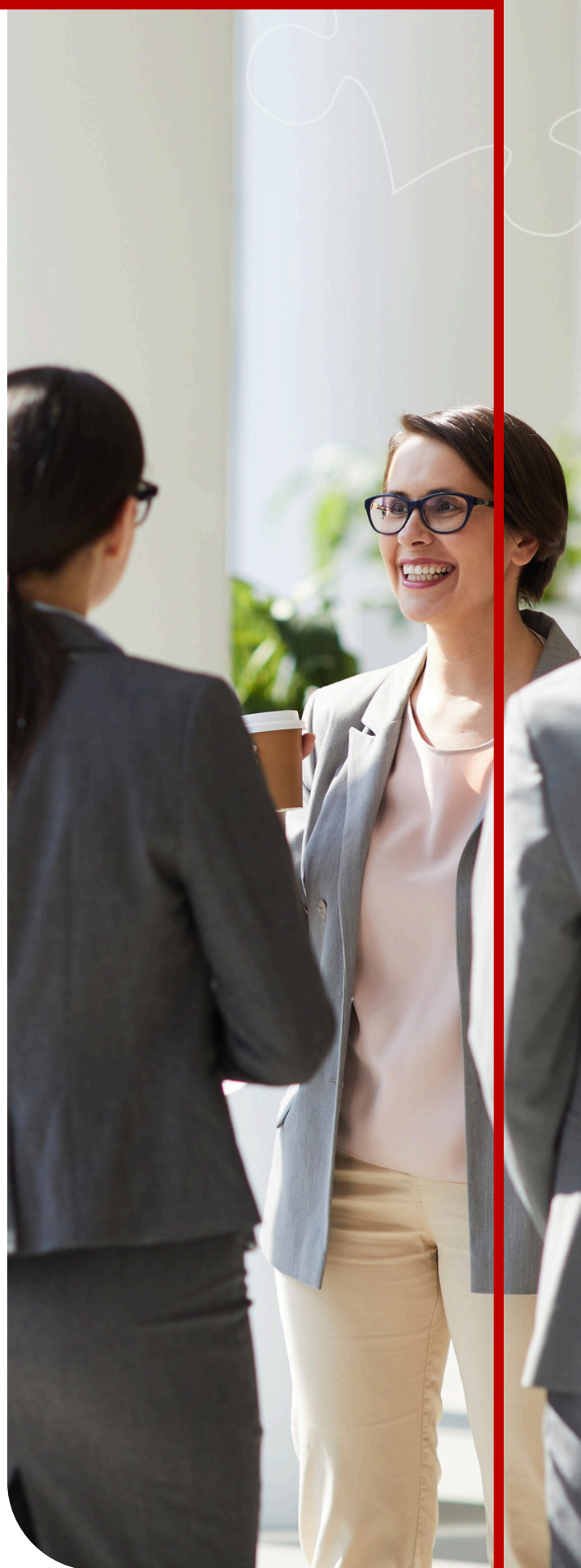
Studies show that we are more inspired when motivation comes from within us, i.e., intrinsic motivation, versus extrinsic motivation, which is external.

Intrinsic motivation includes autonomy, mastery, learning, belonging, and enjoyment.

Extrinsic motivation includes money, rewards, status, and being told to do something.

Obviously, both forms can be beneficial, but intrinsic motivation has a longer-lasting effect on people's inspiration, especially during times of challenge.

What are the intrinsic motivators that you can tap into for inspiration? (e.g., working with people, solving problems, creative solutions for customers). If you are a leader, take the time to understand why your team really come to work every day and what gets the best out of them.





## 3 BONUS INSPIRATION TIPS

### #7 Lead by Example

Show your dedication to your work, your enthusiasm for challenges, and your willingness to go above and beyond. This sets a powerful example for others to follow. Inspiration is contagious. When your actions and positivity inspire others, theirs will become motivation for you in return.

### #8 Be a giver, not a taker.

Foster a culture of collaboration and support, where your team feel valued and connected to their colleagues. Encourage them to share ideas, collaborate on projects, and offer assistance when needed. When people feel supported and valued by their peers, they are more likely to stay motivated and inspire others in the process.

### #9 Lead with Empathy and Compassion

Show empathy and compassion towards others, especially during challenging times. Be understanding of individual struggles and offer support where you can.

I love seeing how much performance lifts when teams feel understood and supported. Of course, the lift in spirits is followed by a lift in team motivation and inspiration.

**"We don't rise to the level of our goals; we fall to the level of our systems."**

**James Clear**



## SUMMARY

To inspire others, we need to inspire ourselves first. It's like the oxygen mask on the flight. And as you now know, action comes before inspiration.

Start by exemplifying self-motivation in your own actions and behaviours. Lead by example by embodying the steps we've covered above:

1. Adopt a positive mindset
2. Gratitude pays dividends
3. Strive to be better
4. Set clear goals
5. Encourage ownership and accountability
6. What gets the best out of you
7. Lead by example
8. Be a giver, not a taker
9. Lead with Empathy and Compassion





## ACTIVITY

Think of an area you want to feel more inspired in (eg: exercise more, quit sugar, go for promotion, lead more effectively).

What is your goal? What are you wanting to achieve? Why is that important to you?

How can you adopt a more positive mindset towards it?

What action can you take to bring you one step closer?

How will you measure your progress?

Who will keep you accountable?

## ABOUT LINDA MURRAY

I am a Facilitator, Trainer and Executive Coach driven to motivate and inspire professionals with the tools and skills they need to be great leaders. Essentially, I help professionals become leaders people want to follow.

I was 22 when I started my first business. I successfully grew that business to a team of 25 staff, but was aware that my business acumen at the time was limited. After experiencing business coaching at an early stage in my career, over 7 years, I grew the business significantly and became known as the leader in the bookkeeping industry. I also challenged the traditional models of client management and service delivery which modernised the bookkeeping industry dramatically. With a burning desire for helping others, I sold my business at the age of 29 and started Athena Leadership Academy.

I am best known for taking complex situations and explaining them in a way which is easy to navigate and implement. I draw on nearly two decades of experience in business, a passion for human behaviour and Positive Psychology, as well as my academic background (Bach. Arts Psychology/Philosophy and Masters of Business Coaching) to show professionals how to enjoy greater commercial outcomes and accelerated individual success. I live and breathe my core values of Authenticity, Fun, Success's and Courage. I coach clients to design careers to align to their values, making every day satisfying and fulfilling for them.

As a Facilitator, Trainer and Executive Coach, clients say I am an "injection of motivation".



**My greatest frustration in life is seeing just how much untapped potential sits within each person. I am driven every day to support people in identifying their unique qualities and talents and helping them create a life and career they adore.**

**- Linda Murray**





Give yourself the ultimate head start with one-on-one Executive Coaching with me. It's tailored for YOU, so you get the exact support you need without the fluff. Alternatively, why not get your whole team working at their best? I can come and run a high-energy workshop to teach you and your team everything you need to know to find that extra hour's worth of output in every day! All our programs can be run in person or virtually.

Send me an email at [linda@athenaleadership.com.au](mailto:linda@athenaleadership.com.au), and we can book a conversation. I look forward to speaking with you!

- Bachelor Arts (Psychology and Philosophy)
- Masters of Business Coaching
- Hogan 360 Certification
- Dare To Lead Trained
- DISC Master Practitioner
- Trait Emotional Intelligence Questionnaire, Master Practitioner



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