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How to Inspire Employees, Investors and Customers

by Trevor Ambrose

Some people have an extraordinary ability to sell their vision, ideas and themselves. Here are 7 techniques that you can easily adopt in your own professional communication with your employees, clients and investors.



The 7 Secrets of Inspiring Leaders

1. Demonstrate enthusiasm

Inspiring leaders have an abundance of passion for what they do. You cannot inspire unless you're inspired yourself. Period. Passion cannot be taught. Once you discover your passion, make sure it's apparent to everyone within your professional circle. People follow people with passion.

2. Articulate a compelling course of action

Inspiring leaders craft and deliver a specific, consistent and memorable vision. A goal such as "we intend to double our sales by this time next year," is not inspiring. A vision is a short (usually 10 words or less), vivid description of what the world will look like if your product or service succeeds i.e. Bill Gates – a computer on every desk, in every home.

3. Sell the benefit

Always remember: It's not about you, it's about them. Always ask yourself, why should my listeners care? That's the same thing you need to ask yourself constantly throughout your presentation, pitch, speech, feedback session, meeting or any situation where persuasion takes place.

4. Tell more stories

Few business leaders appreciate the power of stories to get their point across. Listening to a speech about organic food, people can't recall most, if any, of the data they used to prove that organic is better. But when the speaker told the story when he worked as a conventional grower, his kids could not hug him after work because he first has to remove and disinfect his clothes. Now, his kids can hug him as soon as he walks off the field. The amount of data cannot replace that story.

5. Invite participation

People want to know that they have been heard. Do not be afraid to ask questions during your presentation, pitch, speech to interact with your audience. If you are not sure how to answer questions, find out here [Q & A](#).

6. Reinforce an optimistic outlook

Inspiring leaders speak about a better future. Throughout history, extraordinary speakers' speeches were optimistic i.e. Winston Churchill exuded hope and confidence in the darkest days of World War II. Speak in positive, optimistic language. Be a beacon of hope.

7. Encourage potential

Praise people and invest in them emotionally. Richard Branson has said that when you praise people, they flourish, criticize them and they shrivel up. Praise is the easiest way to connect with people. Encourage people and they will walk through walls with you.

Become the person people want to be around. Customers will want to do business with you, employees will want to work with you, and investors will want to back you. It all starts with mastering these 7 secrets.

The author of this article, Trevor Ambrose is a public speaking specialist with Changingtools. Visit changingtools.com for a great range of public speaking courses, tips and resources. In the compliance management context, these techniques may help you better address various requirements such as management review, objectives, and customer communications.