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WORKBOOK MOTIVATION

Being ready to perform is the basis for all action

Illustrations:
Herman Reichold



Motivation is the fifth of five books in the D.R.E.A.M. of LEADERS® publication series.

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Motivation ≠ Cheerleading

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*"A boss doesn't do the deed,
he awakens the desire to get deeds done."*¹
Edgar Pisani (French politician)

Dear Reader,

Congratulations! You are now holding *Workbook: Motivation* in your hands, our fifth and final workbook. You are ready to complete your insight into our D.R.E.A.M. Formula and your understanding of leadership.

Should this be your first encounter with us and our books, let us take this opportunity to introduce ourselves. For over 15 years, we have been guiding and promoting people's professional development, an undertaking we carry out with passion. Thus, we have made cultivating leaders our primary responsibility, most specifically, by developing the D.R.E.A.M. Formula²:

- D** Dedication: Wholehearted commitment to mission, 24 hours a day
- R** Responsibility: Assuming full responsibility for your decisions, for your staff and for yourself
- E** Education: Ensuring you and your staff evolve
- A** Attitude: Living and communicating your personal mindset (philosophy) and values
- M** Motivation: Commitment as the foundation of all deeds

The D.R.E.A.M. Formula acronym can also be understood as a checklist, illustrating the self-concept of a leader. It is

how leadership can be understood and lived. This being a highly complex and multi-layered subject, our first publication, *D.R.E.A.M. of LEADERS®. Leadership is not an Illusion*, could only render a first impression of how we understand leadership. Consequently, we have issued a separate workbook for each letter of the D.R.E.A.M. Our intention is to go further into certain aspects, offer more illustrative examples and provide practical worksheets for you to solidify what you have learned at the end of each chapter. Formula®. Our intention is to go further into certain aspects, offer more illustrative examples and provide practical worksheets for you to solidify what you have learned at the end of each chapter. Our workbooks are intentionally designed to be read and applied independently of each other. It is not necessary to read the first book, as the basic structure of the original chapters is the same. We have simply intensified the depth of knowledge with supplementary information and examples.

We usually work with our clients over an extended time period, getting to know one another quite well. Our mission is people work, building relationships, which is reflected in the language we use.³

In this workbook, we address the topic *motivation*. We interpret this first and foremost as a leader's willingness to perform. Motivating your employees doesn't mean you should become a cheerleader - much more effective are employee participation, regular two-way communication as well as praise and recognition. The closing chapter goes into the legacy of a leader.

We wish you interesting, refreshing and educational reading!

Ascia.f.a. Jan Linné Marcella Aris

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- ¹ Unspecified quotes are taken from *Book of Quotations* (Bassermann-Verlag, 2013) or from digital quote collections.
 - ² D.R.E.A.M.-Formel® is a protected trademark owned by Liscia Consulting and registered with the German Patent and Trademark Office.
 - ³ To enhance readability, we have alternated masculine and feminine non-specific personal pronouns per chapter. Hence, in this context, we consider both genders gender-neutral and hope they are understood as such.