

## Inspiring Change

"If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea." - Antoine de Saint Exupéry

Great leaders inspire transformation. They don't communicate what the change is, how it will be implemented and why it's so important. Instead, they do the opposite. They begin with vision and awaken meaningful possibilities.

In his book "Start with Why" ([www.startwithwhy.com](http://www.startwithwhy.com)) Simon Sinek asserts that "people don't buy what you do but why you do it."

If you are in the midst of an IT system change, a cultural transformation or any improvement initiative, start by knowing and communicating the dream. Martin Luther King didn't say, "I have a plan" he said, "I believe..." Apple Computers didn't say, "We have great computers, buy one." They said (and continue to say), "We challenge the status quo, come play with us!"

Sinek also states, "Very, very few people, teams or organizations know why they do what they do. And by "why" I don't mean "to make a profit." That's a result. It's always a result. By "why" I mean; what's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care?"

If you are making changes in your own life, on your team or in your organization, it's worth watching this 18 minute TED clip. (Thanks Amy for the resource)

[How great leaders inspire action](#)

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