

Go Beyond Goals

What sets the concept of the Energizing Myth apart is that the result is not only about achieving the KPI's. The motivation comes from being part of something greater that may change the organization, industry, or more.

Make Employees Responsible for the Holistic Result

Studies show that people are not as motivated by doing part of something as they are being part of the outcome. By giving employees responsibility for the whole result, leaders give them ownership of the outcome as well.

Build the Platform, Then Burn It

Leaders building an energizing myth create a situation where time and/or competition matters.

Like Steve Jobs creating a Goliath out of IBM, leaders get employees to fight for essentially building the platform so they can light it on fire.

7 Intrinsic Motivators Transformation Leaders Use To Drive Change

Allow for Self-Organization

Create a team with a broad range of skills and capabilities and allow them to determine how to apply them. Given broad goals and autonomy, they will own the outcome going above and beyond to accomplish it.

Develop a Sense of Humble Exclusivity

By developing the environment where people feel special, leaders must be ethically careful not to build this feeling by demeaning others, but rather lift their team up. They are special because they joined up at the right time and will go above and beyond, NOT because others are inferior.

Apply Constant and Clear Feedback

Setting and achieving milestones them enables confidence and motivation in teams. Consider the US Space Program that staged and tested their efforts to the moon and made it, while the Soviet program shot straight for the end result and ultimately gave up

Be Truthful

If an energizing myth is not based in fact, at least in part, it will ultimately fail to motivate. Steve Jobs believed that Apple was out to change the world that massive bureaucratic organizations were holding back. By having faith in the outcome, leaders can create the energy necessary to get there.