

Sustaining energy through transitions

Local Government
Breakfast
26th September 2003

How to rally people to the cause

- ◆ Earn trust and then mobilise
- ◆ Provide steadiness and competence
- ◆ Give a voice to their own desires
- ◆ Demonstrate an authentic core of integrity
- ◆ Inspire people to do the extraordinary

Then, inspire them

- ◆ Start with the truth
- ◆ Appeal to greatness
- ◆ Make them proud
- ◆ Stick to your values
- ◆ Be a broken record
- ◆ Encourage risk
- ◆ Work quickly through pain