

Great Motivation Secrets of Great Leaders

By John Baldoni

257 pp. McGraw-Hill

Review by Susan Williams

Motivation is an authentic trait of leadership. While many have written before about motivation and leadership, **Great Motivation Secrets of Great Leaders** simplifies, by example, ways in which great leaders use inspiration to establish a culture enabling individuals and organizations to succeed. This book showcases an eclectic assortment of leader profiles and the management principles of effective motivation. It addresses the components of successful motivation, examining managers' inner drive, their will to persevere and creation of those same conditions so that others can follow suit. The examples in this book demonstrate how leadership begets leadership, which in turn encourages employees to return the favor due to a sense that their job matters.

This concise and easy-to-follow book explores communications styles of some of the world's most influential leaders and provides a summarized foundation on which successful communication is based.

In his advance praise, Michael L. Bivens, vice president of Kellogg's Morning Foods Learning & Development, says, "This book is a timely reminder that our success as leaders depends on our ability to successfully motivate and inspire people. Baldoni provides us with insight into the successful motivation techniques and abilities of some of our great leaders. **Great Motivation Secrets of Great Leaders** will be required reading for everyone in our leadership development program".

The book remains focused on the positive methods of motivation. The author, John Baldoni, maintains that leaders are responsible for providing a culture in which people will be motivated, by "setting the right example, communicating clearly, challenging judiciously, empowering appropriately, coaching frequently, recognizing achievements and sacrificing for the total good." By examining the lives and actions of various leaders such as Ronald Reagan, Sam Walton, Ernest Shackleton, Magic Johnson, Mary Kay Ash, and Rosa Parks, people can envision, attempt and adopt leadership virtues into their own lives and learn to motivate others productively and successfully.

Baldoni writes that the leaders profiled in this book "demonstrated by example...but equally, the men and women who served with these leaders responded to their leadership and motivated themselves to respond to the challenge".