

## **Inspiring Your Team to Greatness**

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**1 hour Course**

### **I. Introduction, Welcome and Objectives**

- Inspire employees to greatness using concepts from Stephen M.R. Covey's book "Trust and Inspire"
- Explain purpose: to shift from traditional "Command & Control" to "Trust & Inspire" leadership.
- Key goal: Understand how trusting and inspiring leadership brings out employee greatness.

### **A. Opening quote/story**

- Stephen M.R. Covey quote: "People don't resist change; they resist being changed."

### **B. Opening story – *Two Managers, Two Cultures***

- **Manager A** micromanages shifts, double-checks every detail, never delegates. The result: Staff does the bare minimum.
- **Manager B** trusts staff to fix something that goes wrong without asking permission. The result: higher customer satisfaction and staff going above and beyond.
- Ask: *Which manager would you want to work for?*

### **C. Story for Command & Control – *Blockbuster's Fall***

- Leadership resisted trusting employees with creative new ideas for digital streaming. Top-down directives suffocated innovation. Netflix, with a trust-based culture, left them behind.
- Disengagement / Low Morale / Loss of innovation

### **D. Story for Trust & Inspire – *Satya Nadella at Microsoft***

- In 2014, Nadella replaced Steve Ballmer. He shifted Microsoft from an internal culture of competition to one of collaboration and learning.

- Shows a sign of strong leadership with a belief in employees
- Quote from Nadella: “We needed a culture that allowed us to constantly refresh and renew our capabilities.”

#### **E. Story about 3 Stewardships of Example – *Howard Schultz at Starbucks***

1. **Modeling** – Who are you? Shared openly about his childhood poverty and values.
2. **Trusting** – How you lead? Gives store managers freedom to tailor community engagement.
3. **Inspiring** – Connect to purpose and meaning. Connects employees to the idea of being a “third place” for customers.

### **III. Key Behaviors of Trust & Inspire Leaders**

#### **A. Behaviors that build trust**

- Demonstrate humility, empathy, consistency, and transparency.
- Story about Ritz- Carlton

#### **B. Behaviors that inspire**

- Connect people to purpose, lead with love, and celebrate potential.
- Story of Southwest Airlines

#### **C. Behaviors that have purpose**

- Purpose (environmental stewardship) drives deep engagement and retention.
- Stories about Patagonia

### **IV. How to Apply It**

#### **A. Start with belief**

- See greatness in people. Speak to their potential, not just performance.
- Who is someone who believed in you—what changed?

#### **B. Create psychological safety**

- Encourage innovation and learning from mistakes.
- A safe space to make mistakes

### **C. Hold high expectations with high trust**

- Don't lower standards—elevate belief.

### **D. Inspire through purpose, not position**

- Help employees see how their work matters
- Is the story of the janitor at NASA true? (JFK asked him what he did)

## **V. Time for Reflection**

- Where do I still lead with Command & Control?
- Who can I trust more this week?
- What is one way I can inspire my team tomorrow?
- What have you struggled with or how have you met resistance?

### **A. Summary of key points**

- Trust unlocks potential. Inspiration fuels greatness.
- Model > Trust > Inspire = Multiplier Effect.

### **B. Call to action**

- Challenge attendees to choose one behavior to shift from control to trust this week.
- End with Stephen M.R. Covey quote:  
*“Leadership is communicating people’s worth and potential so clearly that they are inspired to see it in themselves.”*