



## Ten Reasons Why Inspiration Is Worth The Investment

A Note from Gail Davis, Founder & President

- Inspiration builds self-confidence that overcomes obstacles
- Inspiration invokes change without being forceful
- Inspiration is contagious and can motivate others
- Inspiration builds consensus when normal mediation can't
- Inspiration upholds convictions
- Inspiration sustains innovation over the long haul
- Inspiration stops pessimism dead in its tracks
- Inspiration fosters teamwork and productivity
- Inspiration motivates social forces for good
- Inspiration converts leaders into life-changers.

### So what does research show us?

- Researchers at the University of Alabama concluded that the best weapon to fight depression is to create HOPE. According to the studies, hope is something that can be taught and developed in people who need it.
- A report by the National Institute of Mental Health says that it takes a certain type of motivation, the kind that comes from within and not from an external source, to increase work productivity and creativity
- According to a joint study conducted by the Human Capital Institute (HCI) and TAPFIN Process Solutions, there is a shift happening in companies using a more holistic approach to linking human capital with the bottom line
- A talent study by Novations suggested that supervisors are finding it challenging to build capacity within reduced workforces because it's hard to determine the real potential and motivations of an employee
- Findings from a recent study of 20,000 managers conducted by the professional services firm Zenger Folkman concluded that leaders using emotions to inspire can have positive employee impact in the workplace.