

Title: Encouraging the Heart

Production Company: CRMlearning

Reorder Information: 1-800-421-0833 or www.crmlearning.com

Length: 20 Minutes

Synopsis:

This video featuring best-selling authors James M. Kouzes and Barry Z. Posner shows leaders how they can find their voice and their hearts and, through caring and courage, mobilize people to personal and organizational greatness.

Many people assume that money is the mainstay of motivation. However, Kouzes and Posner teach us that appreciation is the ultimate motivator. They show us that the desire to accomplish extraordinary things is linked to basic human need: We all want to be respected for who we are and recognized for the things we do. While many leaders know this from experience, few know how best to act on it.

Encouraging the Heart is filled with practical ideas for helping others believe in themselves, celebrate their uniqueness, and discover their own value. You'll visit a software company, a public utility, a nonprofit agency, and a manufacturer to see positive results they achieve by implementing the principles taught by Kouzes and Posner. It's a training program both inspirational and instructional that shows how to master one of the most difficult and valuable leadership skills of all.