

HOW TO SPEAK TO INSPIRE OTHERS

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Most people at least once in their life asked themselves – why nobody listens to me? What am I doing wrong? The idea is perfect but they don't want to hear about it! I'm going to give you some answers.

About three and a half years ago I saw a discovery. As it turns out, all the great and inspiring leaders and organizations in the world all think, act and communicate in exactly the same way. And it's the completely opposite to everyone else. American psychologist Simon Sinek calls it the golden circle.

This circle concludes questions such as “Why? How? What”. We just change the direction of questioning to achieve the goal. This idea explains why some organizations and some leaders are able to inspire when others aren't. Every single person and organization knows what they do. Some know how they do it. But very few people or organizations know why they do what they do. By "why," I mean: What's your purpose? What's your cause? Why does your organization exist? Why do you get out of bed in the morning? Well, the way we think, the way we act is from “Why” to “What”, from the clearest thing. It's obvious. But the inspired leaders think, act and communicate completely otherwise.

Let me give you an example. I use Apple because they're easy to understand and everybody gets it. If Apple were like everyone else, a marketing message from them might sound like this: "We make great computers. They're beautifully designed and simple to use. Want to buy one?" No. And that's how most of us communicate. That's how most marketing is done, that's how most sales are done and that's how most of us communicate interpersonally. We say what we do, we say how we're different or how we're better and we expect some sort of a behavior.

Here's how Apple actually communicates. "Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed and simple to use. We just happen to make great computers. Want to buy one?" Totally different right? All I did was reverse the order of the information. What it proves to us is that people don't buy what you do; people buy why you do it.

When we communicate from the outside in, yes, people can understand vast amounts of complicated information like features and benefits and facts and figures. It just doesn't drive behavior. When we can communicate from the inside out, we're talking directly to the part of the brain that controls behavior. This is where gut decisions come from. You know, sometimes you can give somebody all the facts and figures, and they say, "I know what all the facts and details say, but it just doesn't feel right." Why would we use that verb, it doesn't

"feel" right? Because the part of the brain that controls decision-making doesn't control language. And the best we can muster up is, "I don't know. It just doesn't feel right."

The goal is not just to hire people who need a job; it's to hire people who believe what you believe. I always say that, you know, if you hire people just because they can do a job, they'll work for your money, but if you hire people who believe what you believe, they'll work for you with blood and sweat and tears.

Most people don't know about Samuel Langley. Back in the early 20th century, the pursuit of powered man flight was like the task of the day. Everybody was trying it. And Samuel Langley had, what we assume, to be the recipe for success. Samuel Langley was given 50,000 dollars to figure out the flying machine, money was no problem. He hired the best minds money could find and the market conditions were fantastic. The New York Times followed him around everywhere.

A few hundred miles away in Dayton Ohio, Orville and Wilbur Wright had none of what we consider to be the recipe for success. They had no money; not a single person on the Wright brothers' team had a college education; and The New York Times followed them around nowhere. The difference was, Orville and Wilbur were driven by a cause, by a belief. They believed that if they could figure out this flying machine, it'll change the course of the world. The people who believed in the Wright brothers' dream worked with them with blood and sweat and tears. The others just worked for the paycheck.

And, eventually, on December 17th, 1903, the Wright brothers took flight, and no one was there to even experience it. We found out about it a few days later. And the proof that Langley was motivated by the wrong thing: The day the Wright brothers took flight, he quit. He could have said, "That's an amazing discovery, guys, and I will improve upon your technology," but he didn't. He wasn't first, he didn't get rich, he didn't get famous so he quit.

Now let me give you a successful example of the law of diffusion of innovation. In the summer of 1963, 250,000 people showed up on the mall in Washington to hear Dr. King speak. They sent out no invitations, and there was no website to check the date. How do you do that? Well, Dr. King wasn't the only man in America who was a great orator. In fact, some of his ideas were bad. But he had a gift. He didn't go around telling people what was necessary to change in America. He went around and told people what he believed. "I believe, I believe, I believe," he told people. And people who believed what he believed took his cause, and they made it their own, and they told people. And some of those people created structures to get the word out to even more people. 250,000 people showed up on the right day at the right time to hear him speak.

How many of them showed up for him? Zero. They showed up for themselves. It's what they believed about America that got them to travel in a bus for eight hours to stand in the sun in Washington in the middle of August. And, by the way, he gave the "I have a dream" speech, not the "I have a plan" speech.