

“ Every day, and in many ways, an entrepreneur must lead and persuade others. Understanding what motivates people, how to inspire them to do their best work, and how to lead with purpose and vision is essential for any entrepreneur ”

**Motivating by Purpose:** One of the most powerful tools a leader has at their disposal is purpose. When people know why they are doing things they do them much better.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you've learned from this module?

## Questions for you, the entrepreneur

1. How does purpose motivate me?
2. How can I use purpose to motivate those around me?

## Questions for the team

1. How does purpose motivate me?
2. How can I use purpose to motivate those around me?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>