**Aleksey Kramer**

**PROJEXT 400 A1**

**Team Leadership**

**QUESTION:**

After you’ve viewed the Stakeholder Analysis lesson and done the required reading, view Simon Sinak's Ted talk on “How Great Leaders Inspire Action”

[http://www.ted.com/talks/simon\_sinek\_how\_great\_leaders\_inspire\_action?language=en (Links to an external site.)](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)

**ANSWER:**

1. What aspects of “inspirating” are consistent between great leaders?

Basically, the inspiring content that is common between the leaders is having a vision and presenting the problem. Starting from systematical approach and narrowing down on the solution or starting from the problem and leading other to arriving to solution are the common traits between great leaders. Problem identification, vision, and systematical steps to develop the solution is another aspect that is common between the leaders. As it is said by Ted Sinak, knowing why the product or the project exists, identifying the problem and presenting the solution is common among all great leaders.

1. Why is it important to know why, how, what sequencing for inspiring action? c. How might this information help you become a more effective PM?

As researched by Ted Sinak, knowing why, how, and what (and exactly in the same sequence) is natural way of thinking for the human brain. Thus, as was shown in the Ted’s video, this knowledge can be used to influence all project stakeholders in a ‘natural’ way, appealing more to feelings and emotions rather than presenting simple dry statements.