

“ 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 ”

**Attunement in Leadership:** To move others, lead others, persuade others, you have to be able to see things from someone else’s point of view. Daniel Pink talks about how attunement can help you be a better leader and motivator.

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 have I made attunement a part of my work?
2. How could I do this better?
3. What are the challenges for me with my team in particular? With customers?

## Questions for the team

1. How attuned is our leadership? How could they improve?
2. How can we use attunement in sales, recruiting, fund raising?

<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>