

“ 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 ”

**The Big Lesson:** By understanding what social scientists have learned about human motivation, entrepreneurs can understand what moves people, and why it matters for their business.

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. What lessons can I draw from the science of motivation to help me understand how to be a better leader?
2. Do I use if/then rewards? Have they been effective?
3. How can I improve the motivation of those around me?
4. Am I paying people fairly? Am I paying people well?
5. Am I providing room for autonomy and self-direction?
6. Am I allowing people to make progress every day?
7. Does each of us understand why we are doing what we are doing?

## Questions for the team

1. What motivates us?
2. Do we have room for autonomy and self direction?
3. Do we understand why we are doing what we are doing?
4. How can we improve the motivation of our team?

<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>