

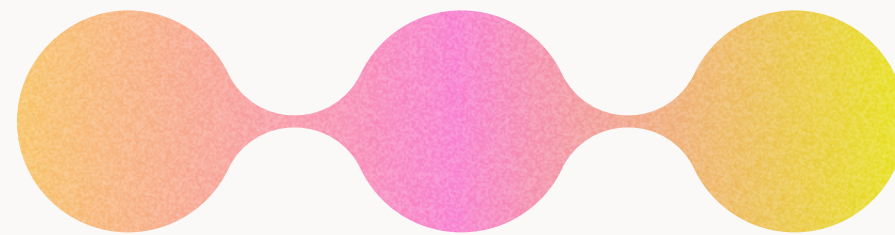
**Do you want to
have a power to
move and motivate
people?**

Then don't miss this slide!



TED

"How great leaders inspire action"



⚠ Please watch this TED after reading slide No.7

Link https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action/c?language=ja
Title How great leaders inspire action
Speaker Simon Sinek

Why chose it



- Because I want to be a great leader, speaker.
- But I don't have special skills to inspire people.
- So I wanted to find tips to move people.
- After I watched it, my view changed 180°.
- So I wanted to share with you!
- It will definitely change the way of thinking.
- And help you to find new method to appeal what you want to appeal.

Vocabulary/Grammar Development

4

Please check "Did you know the word", then only if you don't know the word, check the meaning and how to use!

Vocabulary	Did you know this word?	Meaning	How to use
Defy		to refuse to obey someone or something	Billy defied his mother, and smoked openly in the house.
orater		someone who is good at making speeches and persuading people	Ogilvy had a reputation as a great orator.
Codify		to arrange laws, principles, facts etc in a system	The agreement must still be codified by federal legislation.
Proposition		statement /suggestion / law / technical something that must be proved	I have a proposition to make.
Fuzzy		unclear or confused	Its bare patches glimmered in the fuzzy light.
Tenets		a principle or belief, especially one that is part of a larger system of beliefs	This was a central tenet of the bureaucratic model.
Correlate		they are closely connected to each other or one causes the other	Newspaper accounts and official reports from both sides correlated substantially.
Muster up		gather or bring together	I will muster up the courage.
Dot com		a company that does most of its business on the internet:	A survey found that 20 of the top 150 European dotcoms could run out of cash within a year.
Mind (人材)		★special meaning: someone who is very intelligent, especially in a particular subject or activity	They had a mind who are skilled with coding.
pay·cheque		a cheque that someone receives as payment for their wages	At the end of the month, stretching your money until the next paycheque arrives often becomes difficult.
Terminology		the technical words or expressions that are used in a particular subject	It is important that lawyers use the correct terminology when they prepare contracts.

Vocabulary	Did you know this word?	Meaning	How to use
Laggards		someone or something that is very slow or late	The companies were split into three groups: top performers, average firms and laggards.
Rotary phones		dial phone	
Tipping point		the moment when one particular result of a process becomes the most likely one, after a period when the result is not sure	
Chasm		a big difference between two people, groups, or things	I felt as if I had crossed a chasm of time and was some new breed of man.
Substandard		not as good as the average, and not acceptable	The inspectors said that when pupils did reach the expectations of their teachers, they were often still substandard.
Diffusion		to make heat, light, liquid etc spread through something, or to spread like this	The wind quickly diffused any toxic vapors that may have leaked out.
Dispute		a serious argument or disagreement	It sounds like a boundary dispute.
Plummet		to suddenly and quickly decrease in value or amount	With a sudden drop-pounce, he plummets.
Spike		a sudden large increase in the number or rate of something	In the last six months, there has been a spike in unemployment.
Rewinds		to make a cassette tape or video go backwards in order to see or hear it again	Before the end of it, we rewind and just wait.
Authority		the power you have because of your official position	Reischauer became an authority on Japanese-American relations.



1. Who is the most motivating person for you?

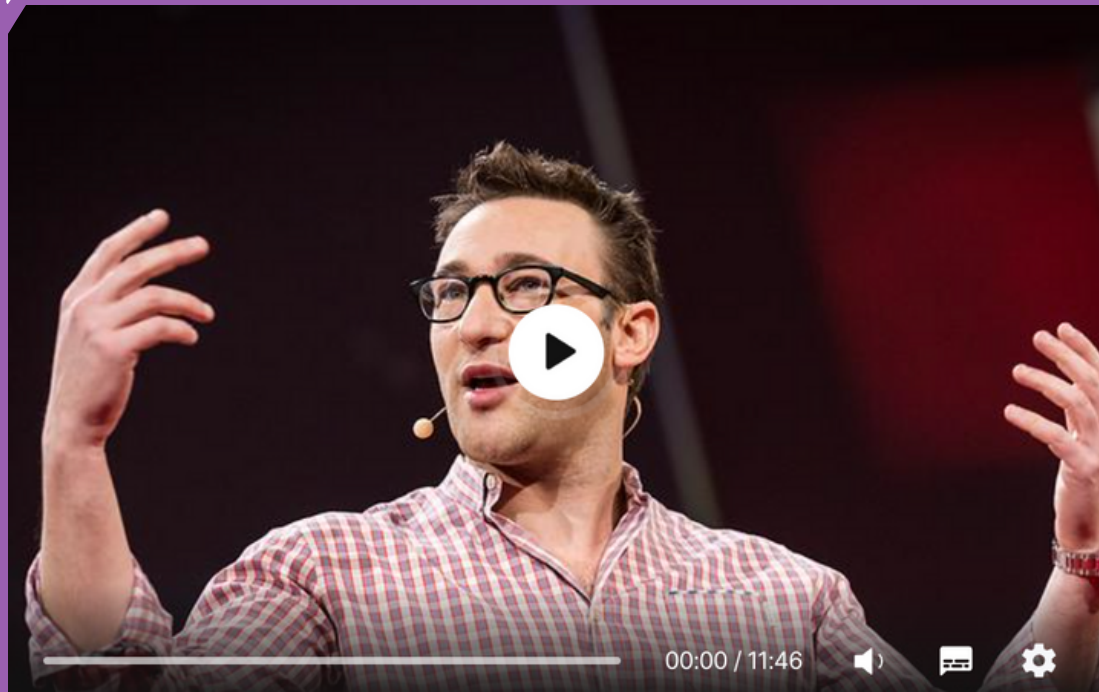
2. Whose speech do you like the most?

Who?

3. Please think about WHY you choose that person.

4. Do they use any technics or strategy? If so, please write down.



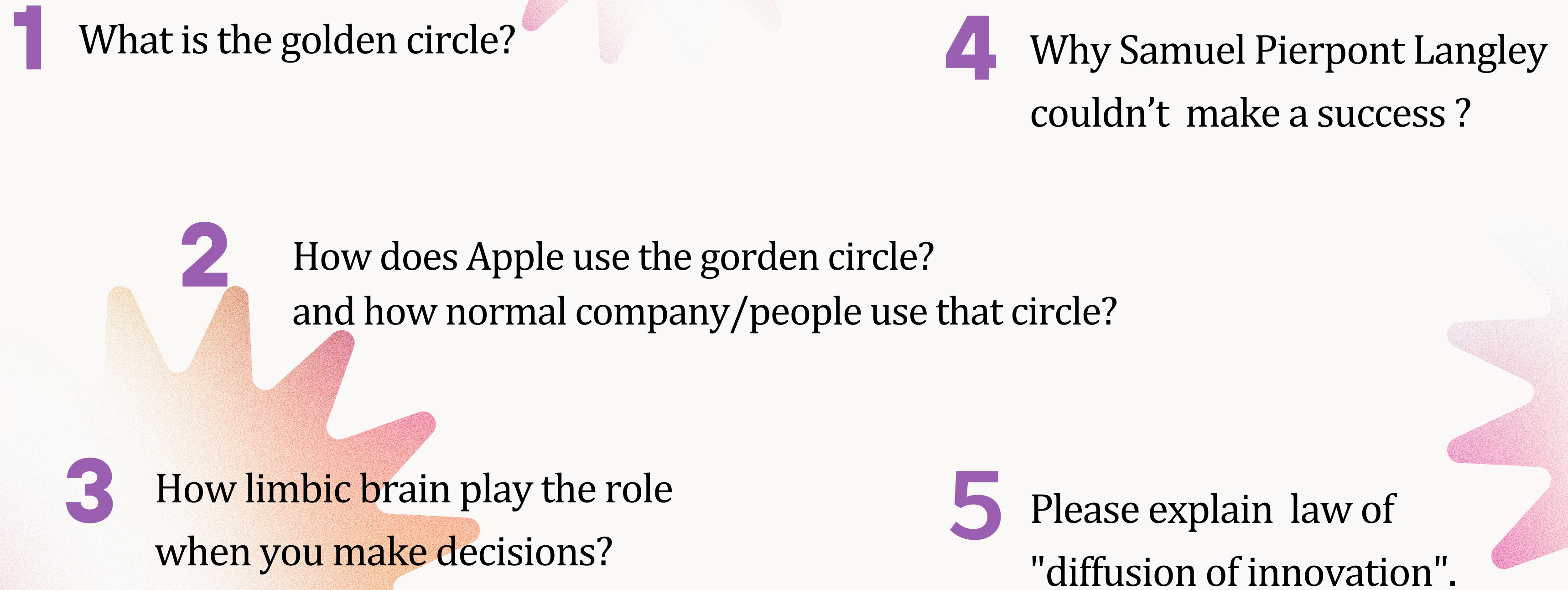


Please watch the video now!

[Link for the Ted talk](#)



**Please answer next page questions
while or after you watch the talk!**

- 
- The background features several large, stylized gear shapes. One gear is at the top center, another at the bottom left, and a third on the right side. They are rendered in a gradient of colors from light yellow to pinkish-red.
- 1 What is the golden circle?
 - 2 How does Apple use the golden circle?
and how normal company/people use that circle?
 - 3 How limbic brain play the role
when you make decisions?
 - 4 Why Samuel Pierpont Langley
couldn't make a success?
 - 5 Please explain law of
"diffusion of innovation".

**Answers will be provided
by the professor !!**



Fun Activity

Please do this personality test.

You will find out what is your strength, and weakness.

(We can't believe this 100% though.)

(If you have done before, please do again because the results might be changed.)

[Link is here](#)

It might give you some advices what kind of leader you can be!

Thank you so much for choosing this slide!!!



Steve Jobs

ENTJ

Commander



Martin Luther King

INFJ

Advocate



**Kotone
Sakashita (Me)**

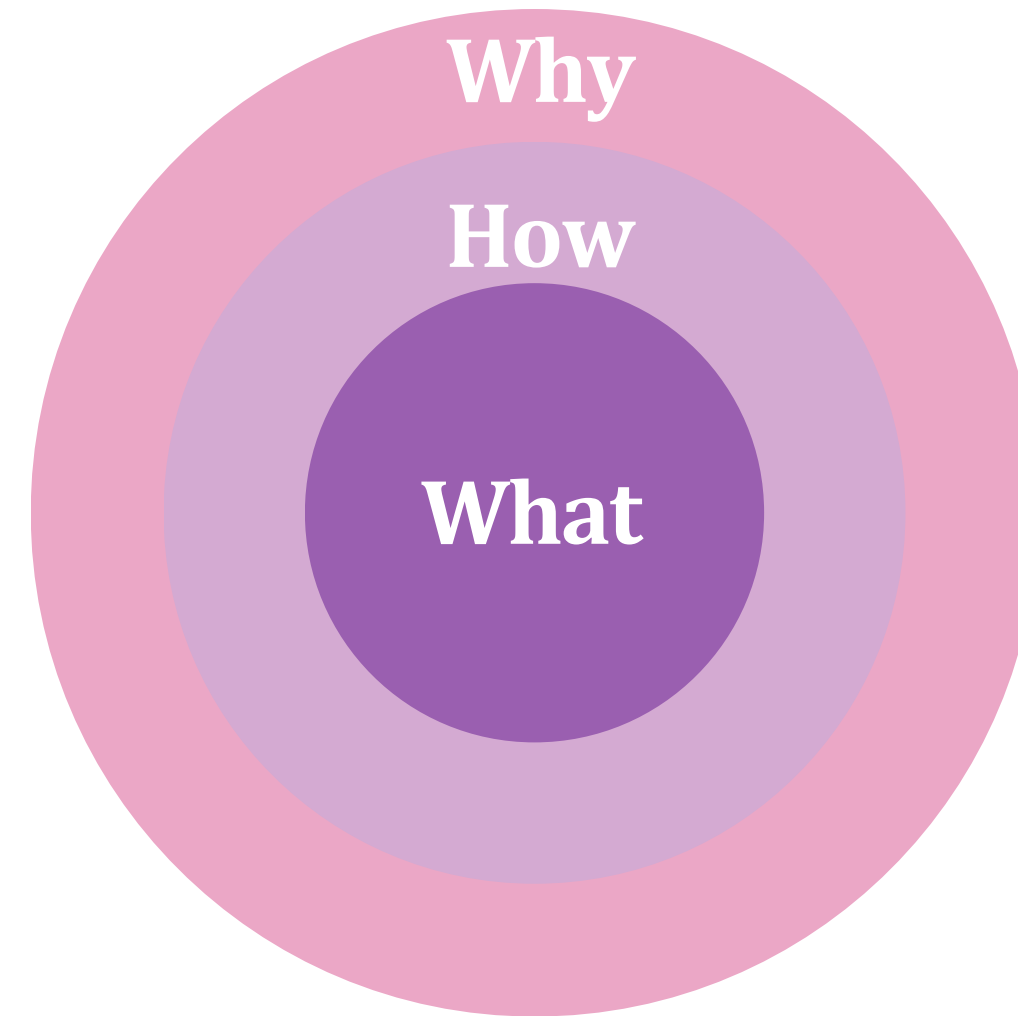
ENFP

Campaigner

Answers!

1

What is the golden circle?



A: Circle consists by why, how, what.

2

How does Apple use the gorden circle?
and how normal company/people use that circle?

A: Apple use this circle inside out.,
on the other hand the normal company
use the circle outside in.

**We make great computers.
They're beautifully designed, simple to use
and user friendly. Want to buy one?**

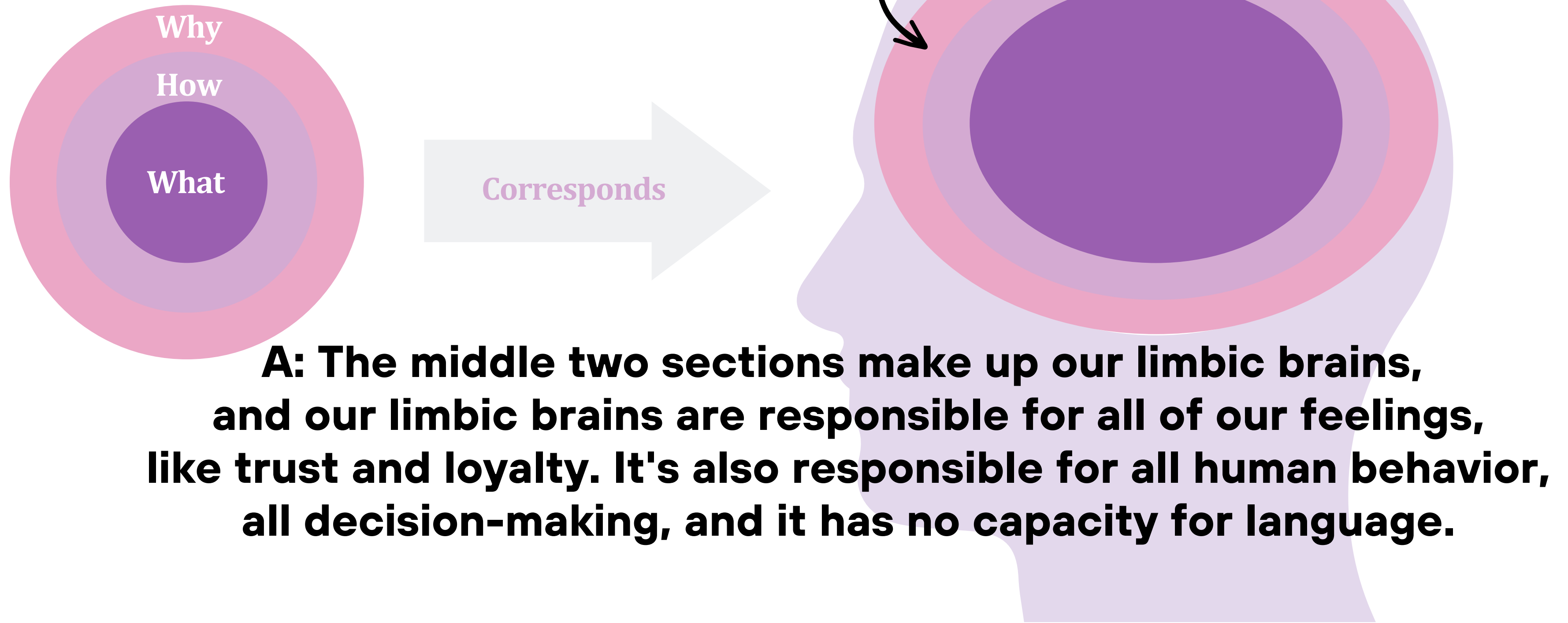
normal company

**"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, simple to use and user friendly.
We just happen to make great computers. Want to buy one?"**

Apple

3 How limbic brain play the role when you make decisions?

Our newest brain, our Homo sapien brain, our neocortex, corresponds with the "what" level. The neocortex is responsible for all of our rational and analytical thought and language.



4 Why Samuel Pierpont Langley couldn't make a success ?

**A: Because he wanted to be rich, and he wanted to be famous.
He was in pursuit of the result. He was in pursuit of the riches.
The day the Wright brothers took flight, he quit because he wasn't first,
he didn't get rich, he didn't get famous**

5 Please explain law of "diffusion of innovation".

**A: The first 2.5% of our population are our innovators.
The next 13.5% of our population are our early adopters.
The next 34% are your early majority, your late majority and your laggards.**