

Bellwether: noun;

A wether, or other male sheep, that leads the flock, usually bearing a bell; a person or thing that assumes the leadership at the forefront, as of a profession or industry; a person or thing that shows the existence or direction of a trend

(All quotes listed are by Dr. Lance Secretan unless otherwise noted.)

Foreword by Roger Steinkruger, CEO, Community Hospital – Fairfax, MO

- **Reflecting on listening to a Dr. Secretan keynote:**
 - “Motivation is lighting a fire under someone; inspiration is lighting a fire within someone.”
 - “Motivation is largely an attempt to alter or control the behavior of others, raise performance standards, change attitudes or beliefs or exploit capacity. When we come from this position, we are working principally for the social self, tapping into and exploiting the fears of the person we are trying to motivate, replying on shaming, bribing, rewarding, threatening, or pressuring – all of which trigger the primal fear instincts.”
 - “Inspiration is intrinsic. Unlike motivation, it does not come from fear, but from love. It is not about me – it is almost exclusively about *you*. **Great leaders and coaches want to inspire others to grow, to accomplish *their* objectives, to shine, to reach *their* potential and splendor.** Any rewards for these inspiring coaches and leaders come from the joy they experience when helping other to reach *their* own goals or become larger as fully realized human beings. Therefore, inspiration is an act of love and service to others, whereas motivation is self-centered... inspiration is aimed at the essential self – the soul of another, and is most often generated from within – the inspirer is merely the facilitator of the inspired.”
 - “Inspiration is genuine, lasting, and originates deeply from within each of us and is not just a temporal, topical solution found in many of the tactical, so-called motivational maneuvers we have inflicted on staff and organizations over time.” (Champion versus Cheerleader)

Preface

- **Dr. Secretan sets context for the book:**
 - “The Bellwether Effect is written for all managers and leaders, the vast majority of whom are well intentioned, who strive daily to achieve good and successful outcomes—to create inspiring places to work and companies with whom to do business, that are respectful of people and the environment and are high-performing in all of the important metrics while making a useful and sustainable contribution to the planet.”
 - “Before we can introduce and achieve Higher Ground Leadership®, or create the kinds of work environments that are deeply inspiring, we must first remove the business processes that are deeply uninspiring... Besides the noble art of getting things done, there is also the noble art of removing things that add no value.”
 - “Apart from the human anguish and suffering that such a chronic state of discontent causes, we live in a capitalist society, one of whose main engines (besides the church and government) is commerce, and if we botch this critical source of livelihood and exchange, we risk losing everything... Power today is global power, the power of the big companies, the power of financial capital... Therefore, if we want to change the world, the corporation is the most powerful vehicle on earth through which to attain that dream.”