

Lessons for Leaders  
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Fear: the Big De-motivator

I'm Wayne Pederson President of HCJB Global with Lessons for Leaders.

Fear is not as good motivator. Maybe it can work in the short run. But it's not effective long-term.

Trust is a much more effective motivator. But building trust can be a long process. It takes truth-telling and transparency. It requires love, compassion, communication

Love is a much stronger motivator. In fact, the Bible says that perfect love casts out fear.

Well in my history, I've worked in both environments. One CEO struck terror in his team. You just knew that when he requested a meeting, you were in for a verbal beating. And we lived in mortal terror of the board.

I've also worked in an environment of love and trust. With a boss who cares for his people and trusts them to do the job, a staff person will do almost anything for that kind of a leader—And a board that sets the overall direction and trusts the staff to carry it out effectively.

I'm Wayne Pederson with Lessons for Leaders a production of Moody Radio and HCJB Global.