

Article 5: How to *pull* people towards a purpose and mission

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Inspiration

Steve Jobs believes: “If you’re working on or towards something that’s exciting, that you really care about, you don’t have to be pushed. The vision (inspiration) pulls you.”

In an [article](#) on inspiration, Marissa Levin reveals that according to an IBM survey of 1,700 CEOs through 64 countries, one of the top 3 most important leadership qualities is the ability to inspire.

Levin continues on declaring “inspiration pulls you towards something that stirs your heart, mind, or spirit. We are inspired by a person, an event or a circumstance.” As leaders we need to be able to inspire people towards a larger purpose.

If you are in a position of leadership, you need to know how to inspire your team to do the task at hand because sometimes people do not want to do what you need them to do: learn the math problem, write the report, climb the mountain, or be a team player.

Levin offers insight into many ways leaders can inspire their team, but the top way is to “have a clear vision, mission, and values system.”

As a leader, this is why having a clear and well-communicated purpose for your team is important. People have to have a “why.” If you want to learn more about the importance of having a well-articulated purpose and mission, check out my article, [There Must be a "Why"](#).

Burnout is often related to team members becoming unmotivated, uninspired, and frustrated. This can happen when people lose sight of the why behind their efforts. What are they even working towards? This lack of clarity around purpose is how you lose employees and decrease in producing successful, purposeful outcomes.

Recently I summited Mt. St. Helens in Washington with an outdoor leadership group at my college. The purpose of the trip was to grow in humility and teamwork, and our mission was to reach the summit-together.

As we climbed-no small feat for a very inexperienced mountaineer like myself-I reminded myself that success wasn’t just about getting to the top, but doing it as a team.

That meant leaving my pride at the bottom of that mountain and asking for help even when it was difficult admitting my limits.

What inspired me to stay grounded in our purpose and passionate about the mission was our team leader. He didn't just guide us—he inspired us. His constant encouragement and steady belief in our potential lit a fire within us. He set a pace we could all manage, making sure we stayed together. His leadership lifted our spirits and reminded us why we were climbing—not just to reach the summit, but to grow together.

Figure out your mission and purpose, clearly express what it is and how your team can execute it, and inspire your team to get after it. If my trip leader can inspire me to climb that mountain, you can definitely inspire your team to accomplish your own purpose and mission.