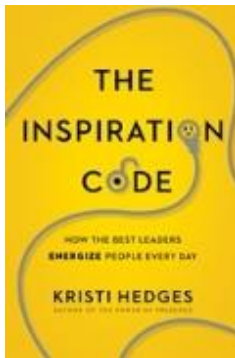


## PMWJ BOOK REVIEW



Book Title: ***The Inspiration Code: How the Best Leaders Energize People Every Day***

Author: **Kristi Hedges**

Publisher: American Management Association

List Price: \$24.95 Format: Hard cover, 288 pages

Publication Date: 2017 ISBN: 978-0-8144-3789-6

Reviewer: **Tiziana Barrow**

Review Date: November 2017

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### Introduction

As a speaker and coach who concentrates on persuasion and exercising influence, I am fascinated on what motivates people, and drives them to change or act. I was drawn to “The Inspirational Code” because I am always open to learn and explore new techniques. Kristi Hedges’ book is an inspiration, where she introduces her Inspire Path model. Given that inspiration takes place during conversations, Kristi breaks down the elements and uncovers the subtleness that injects light, and spark inspiration into any conversation. The book is broken down into 4 parts:

- Present: the gift of attention
- Personal: putting yourself into it
- Passionate: bringing heart and energy
- Purposeful: spotlighting meaning

### Overview of Book’s Structure

The Inspiration Code is well written and well organized. As a result, it is both enjoyable and easy book to read. Kristi framed key concepts throughout the chapters by bolding and underlining text. She has clearly labeled “Concept in Action” sections and each chapter end with a “Takeaways” page summarizing key concepts.

She is an exceptional storyteller and uses examples to explain concepts. The book is well researched and contains significant research data. Kristi references numerous other books where concepts/topics are further developed in detail and provides recommendations as to next steps. My personal copy of the book has been turned into a workbook because I have highlighted sections and comments that I will be referring to in years to come.

## Highlights

Being an inspirational person means to be a catalyst for a spark to take place. The trigger might be a person, an idea or an experience. The individual receives both an insight as well as the drive to move into action: “It is both an insight and an energetic push.”

### Highlights: What I liked!

This is the first business book I’ve read that addresses the importance and use of energy when communicating and influencing others. “Energy is a tool we can harness and cultivate to great effect. To do so, first know what gives you energy about your message, synch that up with your audience, and display your passion verbally and nonverbally.”

Kristi goes onto developing these three elements – emotion, energy and conviction - as ways to convey and channel passion in ways that inspires and move others into actions. My favorite quote out of this section is the following: “When we show conviction our nonverbal matches our words and both match our intent” and we accomplish magic.

### Who might benefit from the Book?

The book is primarily targeted and written for business leaders, consultants and project managers or anyone leading change. However, the concept applies to parents energizing children in participating with homework and house chores, to managers creating productive and engaged teams, and anyone who has elements of persuasion and communication with group of people.

## Conclusion

The Inspiration Code is an uplifting book. It leaves you feeling inspired and wanting to inspire others yourself. Kristi Hedges’ recipe is simply and mundane and yet in our distracted culture these critical factors can easily be overlooked. Kristi breaks down the behaviors that make for inspirational communication so that it can be repeated. She creates an awareness about giving the gift of being fully present for others and paying attention during our everyday exchange with people. “When we’re a force for others to find purpose, when we help ignite their passion, when we give the gift of our full presence to connect personally, then we are part of a virtuous cycle. We create a ripple effect of positivity, confidence, excitement, agency and possibility. Who knows where it ends?”

For more about this book, go to:

<http://www.amacombooks.org/book.cfm?isbn=9780814437896>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Silver Spring Maryland Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Silver Spring Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Silver Spring Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

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## About the Reviewer



**Tiziana Barrow**

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**Tiziana Barrow** is a Change Agent Coach. She has spent the last 20+ years of her career in the High-Tech Industry in positions such as Project manager, Principal Marketing Consultant, and Director of Marketing. As a consultant she has led people through change management and as a result, she is a student of resistance, conflict and ultimately has made a science out of it. She has launched a program for women to step into their power because she has personally struggled with it and was repeatedly frustrated by losing control and giving up her own power. By opening the discussion with re-defining power for women, understanding the embodiment of power, she is creating a community of powerful ladies, that desire to become more effective leaders.

Tiziana Barrow is people focused, world traveled and compassionate. Born and raised in Italy she has since lived in the UK, the Netherlands and across the USA. She is a “change agent coach” helping executives to step into their power and exercise influence.

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