

A STUDY ON THE COMMUNICATION CONSTRUCT OF MOTIVATIONAL SPEAKERS AS TRANSFORMATIONAL LEADERS

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Abstract: Psychological perspectives on leadership propounds leadership as inspiring and fostering positive change, corporate citizenry and social, economic and ecological sustainability. Theories of leadership as trait, behavioural, situational and contingent or socially constructed concept are applied when analyzing any phenomenon of leadership. The paper examines the communication construct and its underlying appeal to lead people by the motivational speakers. The study explores the transformational leadership in terms of manifested communication constructs in its varying verbal and non-verbal communication behaviors and its influence on inspirational motivation, intellectual stimulation, loyalty, invoking to strong commitment to ideals and successful completion of goals. Data is based on the video clips of motivational speakers. Method of analysis is qualitative content analysis. Storytelling, personal anecdotes, apt question and answer session, and literary criticism are some of the common communication constructs used by these motivational speakers.

Key words: positive change, intellectual stimulation, qualitative content analysis

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Introduction : Motivational speakers are the sort of leaders who invoke people to fuel the desire in human beings to achieve higher self. They invoke, motivate people to achieve their goals to have a proper sense of direction in life. They create more meaning and purpose in the lives of people by stimulating intellectually, morally and spiritually. Their so called motivational talks make wonders happen in peoples' lives.

Leadership and communication are synonymous. Leaders communicate to think and act differently among people. Their voice aligned, engaged and is committed to people's action. One voice is heard knowing your audience. Leaders communicate in three different aspects: personal, story and future. All leadership communication needs to be an invitation to a tomorrow that is better than today. That message is woven through all the communication. All leaders are great story tellers. We listen to their grand stories, organize our minds in storage. They create impact. When leaders speak something inside us moves.

Motivational speakers provide informative and inspirational speeches to clusters of people. They are employed mostly by businesses, event organizers and schools to speak on topics such as living a healthy lifestyle, organizing one's personal life, or business and financial success. Motivational speakers are experts in tailor fitting their messages to their audiences whether it is a crowd of business executives or a class of secondary students

Motivational speakers help individuals motivate mental, spiritual, social, physical, financial and career aspects of their lives. Motivational speakers work hard in maintaining and developing their abilities and verbal communication skills as this is a vital element of the job. A good motivational speaker should

do research to continuously keep up with trends and events regarding the subject matter that they speak about. They usually converse with their audiences after every speech to offer consultations and answer to their queries. Considered experts in their field, motivational speakers are looked to when insights are essential in that given area.

In the western world, especially in America, motivational speakers like Tony Robbins, Les Brown, Zig Ziglar, Jack Canfield, Jim Rohn and Bob Proctor have helped businesses and people grow and reach their true potential. Some of these speakers speak more than 200 days in a calendar year. In India, the trend is slowly picking up, corporate world and even the Indian Army is calling motivational speakers to help their people and motivate them to do their best.

There is an exhaustive list of 'motivational speakers' in India. Few popular ones are Guara Gopal Das, Simerjeet Singh, Sandeep Maheswari, Priya Kumar, Akash Gautam, Jaggi Vasudeva, Rahul Kapoor, TS Madaan, M Naseer Khan, Ujjwal Patni and so on. These speakers have given their talks in a number of corporate houses, reputed institutes and other gatherings not only in India but also across the globe.

Here we take up the cases of Gura Gopal Das, Simerjeet singh and Priya Kumar. The basis of analysis will be their communications structures that are usually manifested in motivating people. We collect six videos each for analysis from you tube. The themes of the videos are on happiness, success and other matters relating to our journey of life. Before we analyse the content of the videos, let's have a brief personal profile of these three speakers.

Gaur Gopal Das is an Electrical Engineer, having studied at the College Of Engineering, Pune and after a brief stint with Hewlett Packard, he decided to upgrade his career to be a life style engineer. In the year 1996, he joined ISKCON Chowpatty, Mumbai & has been very active in the field of Hare Krishna movement and giving motivational talks since then. He has also been regularly travelling to the UK and Europe in order to deliver lectures and seminar on varying aspects of Vedic Culture and Krsna consciousness, wowing his audiences with his unique mix of deep knowledge and witty humour. His talks enable people to understand the books of Srila Prabhupada in a digestible, enlivening and practical way. Not only doing these spiritual activities, he has been giving motivational talks across the globe thereby claiming himself a lifestyle engineer.

Second motivational speaker Priya Kumar, born and brought up in Chandigarh, is an internationally acclaimed motivational speaker, nationally renowned and award-winning

bestselling author & the CEO and Chief Facilitator of Priya Kumar's Training Systems. Mentored by Dr. Niranjana Patel, they had held many anti-nicotine and anti-alcohol workshops, for youth. When Dr. Patel died in 1998, Priya continued to fulfil his mission and conducted the seven workshops he was to speak at. This was the beginning of her career as a speaker and she moved from doing workshops on Anti Nicotine and Anti Alcohol to motivational topics. She believed that "you can't change people, you can inspire them to make the necessary changes in their lives to be happier."

Priya became a motivational speaker at 24 years of age, making her the youngest motivational speaker in India in 1998. She conducts workshops with multinational corporate houses across the world. Her areas of expertise are corporate training, leadership, motivation, team-building, and personal breakthrough. She engages people in activities like fire walking, glass walking, steel bar bending and board break for strengthening their body and mind, all for attaining peak performance in life.

Third speaker Simerjeet Singh hailing from Punjab, his audiences have been as diverse as his own life experiences. No matter whether he is fostering self-realization among student groups or opening a dialogue about company-wide obstacles to growth, Simerjeet often stresses the importance of living a purpose - driven life - a lesson he learned firsthand. In leading international teams and collaborating with individuals across cultures, Simerjeet learned an important lesson: his purpose was directly linked to inspiring others to find their own.

Simerjeet has worked as a Motivational Speaker, Keynote Speaker and as an Inspirational Speaker with clients from his native India to Dubai, the Middle East, Asia Pacific, USA and the UK. He creates keynote speeches, hands-on workshops and a variety of custom programs on topics such as Leadership, Team Building Innovation, Sales Motivation, Entrepreneurship, Teacher Motivation & Youth Motivation. Regardless of the event, his first step is always the same: learning about his audience - what drives them and what challenges them - and designing the ideal program to meet their objectives. Whether your goal is to re-energize your business, empower your students or unlock your potential, Simerjeet can give you the tools you need to make your goals a reality.

Conceptual background involving motivational communication

Communication always employs a complex set of encoding structures, be it a simple talk exchanging between friends, or teacher and student or whomsoever. There is always an effect of communication between the two parties. The motivational aspect of language behavior or the underlying encoding system in the motivational talks differs from ordinary talks that exchanges ideas or thoughts. The structure and contents are different. They differentiate in adopting certain constructs in the message delivery system. The language behaviour just like habits in general appear to be organized into hierarchies of alternatives. The increased drive has two distinct effects upon selection within such hierarchies: generalized energising effects and specific cue effects (Osgood, 1957). The generalized enrgising effects of drives are characterized by a specific facilitation of all habits . Following the views expressed by Hebb(1955), one may identify the generalized energizing effects of drives with arousal of a neural system in the brainstem from which there is diffuse, nonspecific projection into cortex, these impulses having a summative “tunning up” function. Assuming a multiplicative relation between habit strength and drive in producing reaction potential (Spence , Faber, &McFann, 1956), the effect of increasing drive should be to make the dominant alternatives within hierarchies even more probable relatively. Motivational talks have communication constructs of invocation, command and channelizing of emotions. They are able to transform human minds, enliven human souls. Hence motivational speakers play the role of transformational leaders in these cases.

Method :

Methodology to be employed here will be qualitative content analysis. Qualitative content analysis can be defined as “an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytic rules and step by step models, without rash quantification” (Mayring, 2000, p. 5). The second argument may be more challenging for the purpose of this paper. Qualitative research requires a flexible, non sequential approach (Maxwell, 1998). Consequently, its process cannot be pressed into some clear-cut model with distinctive phases but rather has a more complex, idiosyncratic, and fluid structure (Neimeyer & Gemignani, 2003).

Six videos each for these speakers have been randomly collected. There will be an analysis of communication constructs in the motivational talks. The implicit leadership theories will be assessed in bringing the effect on the audience. There will be structuring of data, building and applying a category system, displaying data and results for concluding analyses and interpretation. Ideas for the combination of qualitative and quantitative analyses are presented, and application of qualitative analysis in the field of implicit leadership through communication are discussed.

Analysing leadership culture of the motivational speakers, the implicit leadership theories are a special form of cognitive scheme which in analogy to science, the theories can be understood as a network of concepts and relations. While leadership research has been primarily focused on styles, behaviors, situations and effectiveness, the study of implicit leadership theories focuses on the inner perspectives of the phenomenon.

Analysis of communication constructs

Table No. 1: Motivation on Happiness

Constructs	GG Das (Definition of happiness(35149 views), Don't equate your happiness with gadgets (5476 views)	Simerjeet Singh (the way to happiness(62616 views), Search for inner peace (130,177 views)	Priya Kumar (Two rules of happiness(4920 Views), Energy is life (2598 views)
Intonation	Very High	High	Moderate
Story telling/ anecdote	High	High	Moderate
Poetry/ quote	Low	High	Nil
Humour/ Wit	Very High	Nil	Nil
Mands	Very High	Nil	Low
Extreme/ polarized terms	High	Low	Low
Personal advice	High	Very High -Moderate	High

Analysis : On analysing two videos each randomly on various communication constructs of the motivational talks, we find Goura Gopal das's style to have been characterised by very high humour and wit content, high personal advice as well as using of polarised terms to influence people. Simerjeet Singh's communication style is found to contain lots of literary content especially poetry and anecdotes. Priya Kumar's communication style is found to have high range of personal advice to the followers.

Table No. 2: Motivation on Success

Analysis : On videos emphasised on success, we find Simerjeet Singh's communication style to contain very high story telling aspect , usage of polarized terms and personal advice . His

Constructs	GGDas (SMART GOALS (60 views),Five lessons for students (320312 views)	Simerjeet Singh (Socrates on Success (12,8402 views), Thank you ISB for rejecting me (29,723 views)	Priya Kumar (Move on for Success (6,833 views), Energy is life (2602 views)
Intonation	high	Very high	High
Story telling/ anecdote	Very high	Very high	High
Poetry/ quote	Null	Null	Null
Humour/ Wit	Null	Null	Null
Mands	Null	Null	Null
Extreme/ polarized terms	High	Very high	High
Personal advice	High	Very high	Very High

intonation is also all time very high. Priya Kumar and Guara Gopal Das too uses high intonation , high usage of polarized terms, but no literary quotes.

Table No. 3: Motivation on Life

Constructs	GG Das (your life is your choice (542073 views, What makes life complete (2333398 views)	Simerjeet Singh (Overcoming boredom and living with passion (18400 views), Dealing with negative people (47546 views)	Priya Kumar (Work is Life (2,855 views), The trick around negativity (4,541 views)
Intonation	Very high	Very high	Moderate
Story telling/ anecdote	Very high	Very high	High
Poetry/ quote	high	Low	Low
Humour/ Wit	Very high	Nil	Nil
Mands	High	Nil	Nil
Extreme / Polarised terms	High	High	High
Personal advice	High	Very high	Very High

Analysis : the analysis on the communication construct on the talks regarding “life”, we find Guara Gopal Das’s talks characterized by very high Intonation, personal anecdotes and humour as usual. Simerjeet Sing’s style is also like that but no aspect of humour. Priya Kumar’s communication constructs are characterised by low to medium elements of the chosen elements, but no humour.

Other motivational talks of these persons which had not been discussed here:

Gaura Gopal Das:

Wake up! Life lessons from your ALARM clock;

"We HAVE To FACE Our FEARS!" ; Life's Amazing Secrets - 10 Golden Keys; The Search For Happiness; Change Must come from Within; STRUGGLE to FORGIVE others; How To Control

Your Emotions; How to make DIFFICULT choices; Funny Speeches Funny Real Life Jokes; Transformers; Mission Impossible; The Cup of Life; The Tree of Life; LIFE LESSONS from a game of CRICKET; Wake up! Life lessons from your ALARM clock; Playing Master Strokes of Life; Secret of staying MOTIVATED ; Why worry in life God is with you Motivational speech; Amazing Golden Key LOVE; Questions & Answers with Gaur Gopal Das - Facebook live - 25 JAN 2018; Relationships: 4 Questions For Success by Gaur Gopal Das

Simerjeet Singh:

Thank you ISB for rejecting me: Turning Points in my life; Inspirational Poems Safar Mein Dhoop to Hogi by Nida Fazli; Baith Jata Hoon Mitti Pe Aksar - Hindi Motivational Poem, Jo Beet Gayi So Baat Gayi | Harivansh Rai Bachchan

Koshish Karne Walon Ki Kabhi Haar Nahi Hoti; Dil Aakhir Tu Kyu Rota Hai by Javed Akhtar ; Toh Zinda Ho Tum | Javed Akhtar Poem; Vardaan Manguga Nahin Inspiring Hindi Poem; Don't Quit, a Poem; Chalna Hamara Kaam Hai | Shivmangal Singh Suman Hindi Inspirational Poem, Your Life is Precious , Ashru Bahane Waalo, Gopaldas Neeraj ,Inspirational Poem in Hindi (kuch sapno ke mar jane se jeevan..); Starbucks Story: an Entrepreneur Motivation;

Take Charge of your Life and Stop Blaming; Short Inspirational Story in Hindi : Kash Mujhe Pehle Pata Hota (I wish I knew this before); Short Story in Hindi: Author Unknown (Death of your Biggest Enemy); Take pride in what you do

Search for Inner Peace Story in Hindi: Mullah Nasruddin Stories;Welcome 2018 with a Smile. : Learn the Power of Gratitude and Law of Attraction

Fauja Singh Marathon Runner: Living a Purposeful Life; How do I say NO to other people? The brain's default Speech at Global Patidar Business Summit GPBS 2018; How to stay Focussed : Ask Simerjeet 5, Youth Motivation; How I got my first paid speaking assignment as a Motivational Speaker ; How to find your passion (Hindi and English) , Career Counselling Video Series, Live Q&A; Betiyaan : A Dedication to Daughters | Hindi Video : Save the Girl Child; Developing Creativity in Students | Changes required in the Indian Education System; How to make "Connectivity in Relationships" by Simerjeet Singh (Motivator) On TV Show "Me

Myself" Innovation Keynote Speaker: Developing an Innovation Mindset Overcoming Guilt, motivational talk.

Motivational talks of Priya Kumar:

Expand Your Possibilities; My Talk at IIT Mumbai-E Cell; Your Success is Your Responsibility; Be better than the Best; 5 Ways To Become More Popular; As You Think, So You Are; Improve, don't Impress. Perform don't Please; Find Your Calling; The Source of Excellence; Travel Makes my Soul Grow; The Secret to Self Confidence; The Trick Around Negativity; Honor Your Work; Work is Life; Committed to Success; 6 Secrets of Becoming a Bestselling Author; The Art of Problem Solving; Your Work is Your Celebration; "Move On" for Success; Don't Give Up; Connect the Dots; Push Your Luck; Be A Student of Success; How to Give Life to Your Dreams; Experience doesn't Guarantee Success; Where are you from?: Priya Kumar at TEDx Good enough College; Permission to Succeed; DREAM—DARE—DELIVER workshop ; Create an environment of Focus; Right Vs. Responsible; How to Write a Book in 8 Days; Expansion is Key to Success; Take a Break; Get the "Attack Mode" ;Say No to Mediocrity, Personally and Professionally; Save the Ship; The Winning Hacks; Change Your Path not Your Purpose; As You Say, So It Is; Distractions Vs. Duties; How to Write a Book in 8 Days; Expect Divine Intervention; Finish What You Start; Invest in Your Success; The Million Dollar Idea- Creators of The Future; Knowledge never goes waste; Write Your Story, Be a Self made Hero; The Best Listener in the World; The Dream Makers; Mr. Jackpot; 'Pause' so you can continue to 'Play' the game; Commit to Excellence despite Delayed Recognition.

Discussion and conclusion:

When we discuss motivational speakers as leaders, we cannot apply the leadership theories on the surface. Theories like behavior theory, contingency theory and situational theories are usually applied to leaders who are with so called followers for a considerable period of time on the way to fulfillment of a collective goal. Situational leadership theories are more apt when applied to motivational speakers. Motivational speakers all come with a purpose to create enthusiasm, inspire, rejuvenate and propel for a higher living. They are not engaged with the followers for long. They have a fair ability to influence people with their personality, experience and innate desire to help people to live better lives. Priya Kumar, Simerjeet Singh and Gaura Gopal Das

have amazing leadership qualities as evident from the number of huge fan following. The paper has analysed the communication constructs of a few motivational video clippings collected from you tube. They are found to be very significant in types of communication constructs specified above.

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