

In the Company of Leaders – Excerpts from a few of our amazing authors.

The world is crying out for competent leaders!

Whether you are talking about the world of industry and commerce, the world of government, the world of worship, or the world of family and community – the world is desperately short of leaders. And not just any kind of leader! This isn't about leaders who are only it for the fame and glory of leadership.

On the contrary, the world needs leaders who will step up to the leadership plate because they genuinely want to serve others, they want to give back, and they want to shape the world they live and work and play in.

**Chris Ford, DTM, PIP
Toastmasters International**

Personal leadership – The Power of One! leads to engaging the passion of many and allows you to walk 'In The Company of Leaders'.

- Too many leaders remain blind or distracted and miss the opportunities and responsibilities of creating and nurturing those who would follow them.
- Too many miss the opportunity to play an active part in the selection and growth of those who would succeed them.

**Leadership at its 'best'
is about developing other strong leaders.**

Bob 'Idea Man' Hooey, Creative Lead

Here are some brief excerpts from our authors... there is a multitude of wisdom in this e-book. Wisdom that will help equip you to lead and to motivate your teams to grow and to succeed!

Leadership That Lasts

By Pastor Wayne Cordeiro

Senior Pastor, New Hope Christian Fellowship, Oahu

The differences between successful people and unsuccessful people are very small; but that which is very small is very big!

- Some lead in order to gain the position of a leader. Others lead because they want to influence people for their good.
- Some leaders love people so they live to make their lives easier for them. Others love the potential that lies within people and agitate them in order to bring their potential to reality.
- Some are satisfied when people recognize them as a *'leader'*. Others are satisfied when individuals begin to recognize the leadership within themselves.

The world is crying out for *'authentic'* leaders who will not only lead by passion but who will lead by example.

The Three Questions of Differentiation-Based Leadership

By Michel Neray, MBA



Value propositions. Brand promises. Strategic competitive advantages.

Each of these diverse marketing terms is grounded in the same fundamental principal of differentiation – what sets you or your company apart from your competitors?

1. What differentiates your company or organization?

A large part of successful leadership rests on your ability to articulate your company's differentiation to its many stakeholders -- your customers, your employees, your strategic partners, and your investors.

But your company's differentiation only describes the first question of Differentiation-Based Leadership.

Ultimately, leadership is also about bringing out the best in your people to work together to achieve a common goal and vision.

The Heart of a Leader

By Sheryl Roush, [Accredited Speaker](#)

Historically, leaders have demonstrated numerous different approaches and unique styles, yet there is one sincerest commonality – that of heart – passion, zeal, fervor!

The heart of a leader is one that constantly expands to encompass, embrace and encourage. The actions of one who leads with authenticity from their heart amazes *even* themselves at the capacity to exceed even their own expectations, limitations, and fortitude. They have core values, solid beliefs, and practiced principles by which they live. These, then shape the personality, attitude, and style of their leadership. Learned or innate, this style becomes a consistent pattern of their behavior with key aspects of how one thinks, how one influences others, and how one implements *day-to-day* actions.

Be More than a Manager: Learn to Lead

By Mark Sanborn, [CSP, CPAE, Cavett recipient](#)

Leadership is a *buzzword* in today's culture and is applied to areas ranging from the corporate business world to sports teams to nonprofit organizations. Although leadership may currently be in the spotlight, it has always been a critical factor in the success of an

organization. I don't believe leadership makes a difference; I believe leadership makes *the* difference in your work and life.

John Maxwell calls it “**the law of the lid**”: the effectiveness and ability of a leader determines how high people can rise and how good an organization can become. The better the leader, the greater the potential for the success of the team or organization.

What Makes a Leader?

Reaching for a Lower Level of Leadership

By John Blumberg

On the surface, reaching for a lower level of leadership would sound like a bad idea. The problem is that leadership is not about the surface. It is about what is beneath the surface. It is about our depth. It is about what is truly happening at a *deeper* level within us. A lower level, you might say!

So often, when we think of becoming an effective leader, we think of the skills of leadership. And there is nothing wrong with that. Leadership often requires a variety of skills. But in the end, leadership is going to be about what you do ... *but first about who you are*. The question is ... are you willing to lead from the lower level within you?

Self Leadership Skills – The Base Required For Success

By Jim Cathcart, CSP, CPAE, Cavett recipient

If you can't lead yourself then you aren't ready to lead others. Stated more positively: When you learn to lead yourself the world is yours!

My assumption has been that by empowering others to lead themselves effectively I will expand the contributions they make to the world and all of us will ultimately benefit. When I'm hired as a motivational speaker my task is not to motivate others, but rather it is

to **show them how to continually motivate themselves**. If I only motivate them from the outside then they remain dependent on others to get them going. But by showing them how to *sustain* **Self Leadership**, they are free to grow on their own.

For Managers, the best thing they can do for their employees is to teach them to manage themselves. As each person becomes more self-managed, their supervisor is freed to apply energy to other opportunities. I have often informed my new employees that I expect them to continually learn and grow on their own, to become more valuable to my company and their career with each passing day.

Try *Feedforward* Instead Of Feedback

By Dr. Marshall Goldsmith

Providing feedback has long been considered to be an essential skill for leaders. As they strive to achieve the goals of the organization, employees need to know how they are doing. They need to know if their performance is in line with what their leaders expect. They need to learn what they have done well and what they need to change.

Traditionally, this information has been communicated in the form of '*downward feedback*' from leaders to their employees. Just as employees need feedback from leaders, leaders can benefit from feedback from their employees. Employees can provide useful input on the effectiveness of procedures and processes and as well as input to managers on their leadership effectiveness. This '*upward feedback*' has become increasingly common with the advent of 360° multi-rater assessments.

But there is a fundamental problem with all types of feedback: it focuses on a *past*, on what has already occurred—not on the infinite variety of opportunities that can happen in the future. As such, feedback can be limited and static, as opposed to expansive and dynamic.

Over the past several years, I have observed more than ten thousand leaders as they participated in a fascinating experiential exercise. In

the exercise, participants are each asked to play two roles. In one role, they are asked provide *feedforward*—that is, to give someone else suggestions for the future and *help as much as they can*. In the second role, they are asked to accept *feedforward*—that is, to listen to the suggestions for the future and *learn as much as they can*.

Everyday Leadership

By Dr Janet Lapp, CSP, CPAE

It is an especially good time to call up the old Hopi expression, “*Don’t look outside of yourself for the leader. We are the ones we’ve been waiting for.*”

Oh great, you say, more **Accountability 101**? Well, yes and no. It means that now, more than ever before, the opportunity to create radical organic change in your company, in your personal life, begins not with an HR initiative or the person sitting across from you at breakfast – but with who is sitting in your seat *right now*. And the leadership opportunity that you have to create radical organic change is based on only **three simple values** that you must hold:

1. **Be in right relation.**
2. **Create trust.**
3. **Be clear.**

When did we stop talking?

By Linda Maul, CEC

We are constantly bombarded by information and communication in our workplaces, but we’re not talking. We’ve lost the art of conversation, the sharing of ideas and brainstorming of solutions. We’re moving so fast, many people feel they don’t know their co-workers at anything other than a very *superficial* level.

When did we stop ‘talking’?

Our email boxes are jammed full and we're probably all guilty of sending as many emails as we receive. How many times have you decided to finally pick up the phone on the third email conversation trying to set a date for a meeting or a luncheon appointment? Many of us are tied to our BlackBerry's 24/7 – weekdays, weekends, and even holidays. We're still communicating, but we're not "talking".

I personally think Otto Scharmer is right when he says: *"The deeper dimensions of transformational leadership change represent a largely unexplored territory....not what leaders do and how they do it – but the who: who we are and the inner place or source from which we operate, both individually and collectively."* (**PRESENCE: Human Purpose and the Field of the Future**, Senge, Scharmer, Jaworski and Flowers, 2004) We are not equipped to lead our companies into the future without tapping into this inner place or course; we can't make this change without 'talking' to each other; sharing our stories, discussing our challenges, looking collectively at solutions.

Technology has revved up the speed of communication, created a sense of urgency to respond, and connected us in a global network difficult to comprehend just a few years ago. We have Facebook, Linked In, blogs, pods, mail messaging, VOIP, message boards, internal networks, and others. We're not 'talking' about what matters most within organizations. We're not debriefing after projects or coming together to discuss a process challenge.