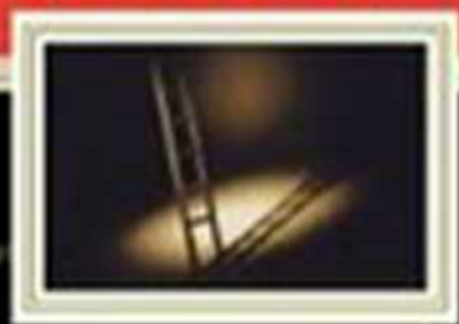


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New York Times Best-Selling Author of
THE 21 IRREFUTABLE LAWS OF LEADERSHIP and *FAILING FORWARD*

JOHN C. MAXWELL



DEVELOPING *the* LEADER WITHIN YOU

DEVELOPING THE LEADER WITHIN YOU

A friend whose touch warmed me;
A mentor whose wisdom guided me;
An encourager whose words lifted me;
A leader I love to follow ...

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LEADERSHIP DEVELOPMENT IS VITAL

THE KEY TO SUCCESS IN ANY ENDEAVOR IS THE ABILITY TO LEAD OTHERS SUCCESSFULLY.

Everything rises and falls on leadership.

The effectiveness of your work will never rise above your ability to lead and influence others. You cannot produce consistently on a level higher than your leadership. In other words, your leadership skills determine the level of your success—and the success of those who work around you.

Leadership can be taught.

Leadership is developed, not discovered. The truly “born leader” will always emerge; but, to stay on top, natural leadership characteristics must be developed.

Four categories or levels of leadership:

THE LEADING LEADER:

- IS BORN WITH LEADERSHIP QUALITIES.
- Has seen leadership modeled throughout life.
- Has learned added leadership through training.
- Has self-discipline to become a great leader.

Note: Three out of four of these qualities are acquired.

THE LEARNED LEADER:

- HAS SEEN LEADERSHIP MODELED MOST OF LIFE.
- Has learned leadership through training.
- Has self-discipline to be a great leader.

Note: All three qualities are acquired.

THE LATENT LEADER:

- HAS JUST RECENTLY SEEN LEADERSHIP MODELED.
- Is learning to be a leader through training.
- Has self-discipline to become a good leader.

Note: All three qualities are acquired.

THE LIMITED LEADER:

- HAS LITTLE OR NO EXPOSURE TO LEADERS.
- Has little or no exposure to leadership training.
- Has desire to become a leader.

Note: All three can be acquired.

Management is the process of assuring that the program and objectives of the organization are implemented. Leadership, on the other hand, has to do with casting vision and motivating people. "People don't want to be managed. They want to be led.

If you want to manage somebody, manage yourself. Do that well and you'll be ready to stop managing and start leading."

- Knowing how to do a job is the accomplishment of labor.
- Showing others is the accomplishment of a teacher.
- Making sure the work is done by others is the accomplishment of a manager.
- Inspiring others to do better work is the accomplishment of a leader.

My desire is that you be able to accomplish the work of a leader.

Interesting facts about Sandhill cranes:

"These large birds, who fly great distances across continents, have three remarkable qualities.

First, they rotate leadership. No one bird stays out in front all the time.

Second, they choose leaders who can handle turbulence.

And then, all during the time one bird is leading, the rest are honking their affirmation."

Hopefully you will learn enough about leadership to take your place at the front of the pack. While you are making that attempt, I will be honking affirmation to you with great pride and inner satisfaction.

In every age there comes a time when leadership must come forth to meet the needs of the hour. Therefore, there is no potential leader who does not find his or her time.
