

## Excerpt from “If At First You Don’t Succeed, Buy This Book!”

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### Chapter 8 THE LOST ART OF LEADERSHIP

Lead, follow or get out of the way. My dad always used to say the person who didn’t lead or follow made a great roadblock. Leaders know that failure is only a temporary setback, not a final stopping point. They also know how to get back on track and how to help others do the same. Leaders fail without fear and help others do the same because they know it is a step in the journey to success.

A good leader knows that if you aren’t the lead dog, the view never changes. So, leaders always puts themselves out front. This means they must have thick skin because taking the lead often means taking the most criticism. True leaders are ready for that because they know they must stay fired up when others try to extinguish their flames.

Real leadership is a rare quality today. What you *say* as a leader is important, but what you *do* is even more important. You must respect everybody in your upline and downline and keep them informed. Business can sometimes be a battle and you cannot *manage* your people into battle, you must *lead* them.

#### **Power Principle**

**“Your actions speak so loudly,  
people don’t hear what you are saying.”**

Having the respect of others is critical to being a leader. Since respect cannot be purchased for any price, it must be earned. I have always believed the best way to earn the respect of others is to develop self-respect, then to give respect to those who are deserving.

Many years ago, I wanted to buy my first home. I had only one problem; I didn’t have much money. As problems go, this could have been a big one. I had heard of people buying homes without a down payment and thought that might be a good option for me. I knew I needed help from someone who had already been successful in this area. After all, how much confidence would you have in someone helping you who had never bought a home this way? When I found someone who was an expert in these transactions, I bought my first home with only \$855 in out-of-pocket expenses.

You can find examples of people trying to lead where they haven’t been themselves virtually everywhere. My first experience with this came in my personal finance class in college. Our teacher admitted to the class on the very first day that he had never achieved any real personal wealth himself, but that he was excited about teaching this class. I felt an emotion too, but it wasn’t excitement. Essentially, the teacher was telling us, “I never figured out how to handle my own finances in a way that created financial security for myself, but I’m excited about sharing what I know with all of you.”

This opened my eyes. Over time, I realized this problem was not confined to my personal finance class. Did you ever have a wood shop teacher who had missing fingers? Or how about a physical education teacher who was overweight? And it doesn’t stop there. Did you ever meet a financial adviser who was, for all intents and purposes, broke? Or couldn’t balance his or her own checkbook?

Just because someone has a title or a degree doesn’t guarantee he or she knows the subject well enough to lead! We are not born knowing everything, so by necessity we are all followers at one time or another. Therefore, it’s critical that the people we choose to follow have actually accomplished the things we want to accomplish.

Seek out those who can help you. After all, there are really only two forms of knowledge: the knowledge you have and the knowledge of others, found through relationships, books, tapes and other means. When you need to accomplish something, don’t reinvent the wheel. Seek out those who have already accomplished what you want in life. Save time by learning from the experience of others.

Be aware, however, that the road to success has many twists and turns. Almost anyone is willing to give you his version of a road map. Make sure you only consider following maps from those who have actually made the trip successfully! Be sure you are following a leader, not a follower who is looking for a leader.

**Power Principle**

**“People can’t lead *you* where *they* haven’t been  
and you can’t lead *others* where you have not  
gone or are unwilling to go.”**

Real leaders made this country great and continue to do so. You show me any successful business, network marketing company, church or charitable group, and I will show you an organization run by a leader. Following is a list of the outstanding qualities I believe make someone a leader:

**1. Leaders exhibit loyalty**

Being loyal doesn’t mean you have to agree with everything everyone says, but when real leaders question something, they always do it with the best intentions. This loyalty expands in both directions — to their superiors and to those working under them.

**2. Leaders are courageous**

Leaders aren’t afraid to fail and they don’t run from challenges. They don’t let obstacles and barriers stop them from reaching their goals.

**3. Leaders are tenacious**

Leaders have the ability to push on when roadblocks appear. Anyone can prosper when things are going well. But even with the most positive of attitudes, there will be times when things don’t go smoothly. Leaders have the mental stamina to fight through the rough times and are unwilling to yield to the barriers that stand in their way. They always appreciate what they have but are never satisfied. They know they are not perfect and work every day to improve.

**4. Leaders are confident and decisive**

Leaders don’t keep changing their minds on important issues pertaining their organizations. All that does is breed doubt and concern. They understand the important correlation between confidence and leadership. This means sounding, looking and acting confident.

An example of sounding confident would be the response you would have if someone asked you to get something done by the end of the week that you knew would not be hard to do. You wouldn’t respond with, “I think I can get that accomplished” or “I’ll try.” You would respond with, “I’m sure I’ll have that completed on time.” Not speaking confidently inwardly affects your subconscious and outwardly affects your team.

Looking confident means paying attention to your appearance. Dress well and look sharp! This affects the subconscious because we always feel better about ourselves when we look our best. Acting confident is reflected through body language. Stand up straight, keep your head up and shoulders back because your mental state is better when your posture is better. It becomes more difficult to be depressed when your body language is correct.

**5. Leaders are accountable**

Leaders don’t lay the blame for their failures on someone else. They are always accountable for their own actions.

**6. Leaders are responsible**

Leaders hold themselves to a high standard of ethics. They can always be counted on to do what is right and fair. They treat everyone equally and don’t play favorites.

**7. Leaders are dependable**

Leaders do what they say they’re going to do. When they promise something, they always follow through. By being consistently dependable, they build a reputation for reliability and integrity.

### **8. Leaders are always “up”**

We all have times when we are not at our best or when we feel a little down. And that’s OK, as long as you don’t let others in your organization see you that way. Of course, you must also make the effort to turn your thoughts around to thinking positively again.

#### **Power Principle**

**“Don’t tell people your problems. Eighty percent don’t care and 20 percent are glad you have them.”**

I believe a leader has to have the eight preceding qualities. People will not follow or believe in a disillusioned, whining crybaby. Leaders have to look like leaders, act like leaders and handle their business affairs and organizations like leaders. Leaders never ask anyone to do anything they would not do themselves. No job is too big or too small. Show me someone who can’t find the time to do the small things in life and I’ll show you someone who probably can’t be trusted to do the big things.

Leaders don’t nag or belittle people to get results, they encourage them. They know how to make them feel special. They share their enthusiasm and develop other leaders through *genuine* encouragement. Leaders never praise themselves and always praise others in public when the praise has been earned.

#### **Power Principle**

**“Expect the best out of others or expect to receive mediocrity.”**

Praise is powerful. The best present you can give someone is the gift of encouragement. Remember, to give is important, and to give when it’s not expected is even more important. One of the best ways to be a leader in your organization is through sincere praise. *Sincere* is the key word. There’s almost nothing worse than false praise. It fools no one and can do damage to an organization. Sincere praise can lift people. When it comes from the heart, it actually has a two-pronged effect: It helps the person receiving it *and* the person giving it. Offer someone sincere, heartfelt praise for something they have accomplished and see if it doesn’t lift you, too.

My first lesson with the power of praise outside the home came in the seventh grade in science class. It happened during the first year that students changed classes and teachers every hour instead of having the same teacher for all subjects. When I walked into the science class, I noticed there were 10 chairs separated from the other 25 chairs in the room. I, of course, sat in one of the 25. I didn’t want to be different -- not in the seventh grade! No one sat in those 10 chairs. When our teacher came in, he told us that the only people allowed in those 10 chairs would be those students who earned “A” averages during the class. I thought, “Who cares?” Over the course of the next few weeks, a few students earned the “A” average required to sit in one of “those” chairs. My attitude remained unchanged.

The, another teacher came in and inquired about why the students in the 10 chairs were separated from the rest of the class. Our teacher started raving about these people and referring to them as “real brains.” Upon hearing this, my attitude started to change. I wanted the teacher to talk about me like that. But I had to make an “A” average for that to happen. And so I did. What a motivator he was!

That is the way we should make others feel when we are conversing with them. Too often, you see conversations in which one person is always scanning the room to see who they are going to speak with next. Every person should get the “complete focus” treatment. Otherwise, it would be a wasted conversation. Not paying attention creates a double loss. Not only did you probably learn nothing from the conversation, but you conveyed nonverbally what you thought of that other person. Leaders know their success always comes down to how they treat others. True leaders help others to see themselves not as they are, but also as what they can become.