



# **The Power of Leadership** ***“Finding the Leader Within”***

Unlocking the Door to True Success and  
Happiness in Your Life.

By Daniel Sweet & Debra Sweet

The Power of Leadership is a 12 Part Series.  
If you would like to contribute a chapter to one or more of  
the books in this series, then contact Daniel Sweet at Pro  
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**The Power of Leadership: Volume 1*****“Finding the Leader Within”***

By Daniel Sweet &amp; Debbra Sweet

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[www.Pro-Publishing-Company.com](http://www.Pro-Publishing-Company.com)Email: [support@pro-publishing-company.com](mailto:support@pro-publishing-company.com)

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This book is designed to provide general information and entertainment to its readers on the subject of leadership. While all the stories and anecdotes described herein are based on true experiences, some of the names may be pseudonyms, some stories are compilations, and some situations may have been changed or edited for content, educational purposes and/or to protect each individual's privacy.

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*“If your actions inspire others to dream  
more, learn more, do more and become  
more, you are a leader”*

JOHN QUINCY ADAMS



**Ivan R. Misner, Ph.D.**

Called the father of modern networking by CNN, Dr. Ivan Misner is a New York Times bestselling author. He is the Founder and Chairman of BNI ([www.BNI.com](http://www.BNI.com)), the world's largest business networking organization.

His latest books, *Masters of Sales* and *The 29% Solution* can be viewed at [www.MastersBooks.com](http://www.MastersBooks.com) and [www.29percentsolution.com](http://www.29percentsolution.com). Dr. Misner is also the Senior Partner for the Referral Institute, an international referral training company ([www.referralinstitute.com](http://www.referralinstitute.com)). He can be reached at [misner@bni.com](mailto:misner@bni.com).

## Foreword

In the Introduction to this book, Daniel and Debra Sweet state, *“True leadership reflects the ultimate ability to give. You give a part of yourself each time you serve and the best leaders know that their return is often the personal fulfillment in knowing that through leadership and giving, the leaders receive back in abundance”*. This statement refers to the universal law of reciprocity, summed up by the old adage “give and you shall receive,” and for over twenty years I have been leading a very successful international organization based on practicing that law.

Having studied briefly under one of the world’s leading experts on the topic at USC, Warren Bennis, I am absolutely convinced that the real power of leadership is in the ripple of positive effects which result when an individual influences others through serving as an example and guiding by empowering those they are leading.

The Power of Leadership is filled with insight from leaders who exemplify what it truly means to be a leader. They are beacons of strength and character who have dedicated themselves to succeeding by helping others to succeed. Their words, stemming from depths of experience, will teach you what it takes to build unwavering character and become a leader capable of achieving success for yourself and others.

We now live in a fully global society and there is no shortage of opportunities to help other people. People across the globe are more connected than ever and if you want to make a positive contribution to the lives of those you cross paths with and find more fulfillment in your own life, spend some quality time with this book and find your inner leader. Leadership opportunities abound everywhere and now is the time to take action.

Ivan R. Misner, Ph.D.  
Founder of BNI  
New York Times Bestselling Author



## *Introduction*

*Daniel & Debra Sweet*

This book is Volume 1 of a 12 Part Series on the Power of Leadership. We are dedicating this book to all seekers of greatness, the unique individuals who want to rise up from where they are in life right now and seek a brighter future. This can only be accomplished by first finding and developing the leader within themselves.

In this volume on Finding the Leader Within, you'll uncover personal stories of inspiration and instruction from other people, some maybe even just like you, who have gone from rags to riches – mentally as well as monetarily – and how you can too.

Leadership usually comes to most people because they are either thrust into it or they are willing to step forward and take on a leadership role. When one thinks of leadership, there is usually an understanding that along with the position in title and duty, responsibility and accountability to others comes along with it.

Being a leader is not always about being in business. People find challenges in their daily lives in many different ways. Leadership skills come in handy whether you are raising children, counseling a friend, looking for a job or dealing with an uncomfortable situation.

There are some who we have met who, unknowingly, walked with the propensity of dynamic leadership. They have inspired, taught, mentored and helped others to reach greatness without giving it much thought. Through the real life stories and heartfelt sharing in **The Power of Leadership: “*Finding the Leader Within*”** our goal is to inspire you to see that you too, have great leadership skills.

Some people are born with behaviors that emanate strong leadership tendencies. Others have learned how to be a leader.

There are people we have seen over the years who have displayed a heart to serve, to lead, to learn and to grow. Some of these people are stepping forward and taking on the mantle of leadership. Others will sit quietly on the sidelines hoping for the opportunity to give. They hope that someone will notice and offer them the chance to speak up. These quiet supporters of leadership are uncertain of how to make their heart to serve known.

This book is geared to inspire, encourage and support all of the above. Our goal is to share and teach, to guide and to give so that you too can confidently step forward becoming a strong leader in your own circle of influence.

The best leaders are not those who become leaders for the sake of power. The best leaders are those who serve others with their ability to make choices and decisions and then stand behind them. They walk with integrity in order to better the lives of the people they lead.

True leadership reflects the ultimate ability to give. You give a part of yourself each time you serve and the best leaders know that their return is often the personal fulfillment in knowing that through leadership and giving, the leaders receive back in abundance.

To become a leader of others you must first have learned to lead yourself. That takes discipline, dedication and a willingness to always go the extra mile. We all have an inner burning desire to better ourselves in some way. It takes commitment and tenacity.

Think about it. You personally have probably seen normal people do extraordinary things. Like the kid who finally stands up to the bully or the average guy who gets up the nerve to quit his job, follow his dreams and go into business for himself.

You've also seen extraordinary people do what seems like near supernatural feats. Like Martha Stewart going from down-

trodden teenager to household name with national superstar status in only a few short years, end up in jail then rise from the ashes and make a major come back. Even Donald Trump went from middle class to ultra rich, to completely broke and back to very rich again – and even more famous than he was before!

As a young man, Abraham Lincoln was a dismal failure in business. He gave up his law practice and was forced into bankruptcy. As you well know, Mr. Lincoln later went on to become President of the United States and one of the most beloved one's at that!

Do you wonder how they did it? They found the leader within themselves and the courage to act on it. Not just thinking about it, but also taking action! That is the most crucial point in accomplishing goals.

You must take action... now. Not tomorrow, next week or later when you feel the timing is right. Do it now. Just like you are taking action by reading this book. You are one step closer to greatness just because you are taking action.

Leaders take immediate action. You can do this too. Smart leaders seek the guidance of others who have gone before them; so enjoy the true life examples in this book. The authors have given their story to you to share, guide and inspire. If you wish to contact any of the authors, please do so. They have graciously made themselves available to you by including their contact information.

Follow in their footsteps, learn from their mistakes, rejoice in your triumphs and you too can achieve greater things in life for yourself and for your loved ones.

# **Section 1:**

## **Creating Your Foundation for Leadership**



### **Daniel Sweet**

Daniel Sweet is the creator and CEO of Pro Publishing Company and of the Power of Leadership book series. Daniel owes much of his knowledge and success in leadership to studying the Bible and to his mentor, a powerful man of God who is the founder of the Association of Christian Fellowships, Mr. R. Frank Tulak.

A dynamic and growth minded individual, Daniel Sweet has been an entrepreneur since 1978 at the early age of twelve years old. Since then he has been a professional musician and an award winning recording artist appearing on stage, radio and on TV. He has started and run a multi truck carpet cleaning company and published a monthly magazine among various other endeavours. He is currently the owner and CEO of Pro Publishing Company while simultaneously co-owning and operating an integrated communications marketing firm with his wife of 17 years, Debra Sweet.

Daniel is also an active investor in real estate, owns several small online businesses and is an ordained minister. He is serving as President and Senior Pastor of a national Christian biblical research ministry found at [www.GodsWordFirst.org](http://www.GodsWordFirst.org).

Contact Info: [support@pro-publishing-company.com](mailto:support@pro-publishing-company.com)  
[www.Pro-Publishing-Company.com](http://www.Pro-Publishing-Company.com)

## Chapter One

***How Do We Define Leadership?****Daniel Sweet*

Wherever you see a successful business, know that there is a leader making courageous decisions. This person walks the path that others dream of but fear to tread. The path to becoming a leader is actually a path of personal growth, learning how to utilize all of one's resources and becoming all that one can be.

Most believe that leadership is an innate quality that some have, not others. They believe that leaders are born not made. Nothing can be further from the truth. Each one of us has the potential to stand tall, be a light to others, clearly define a vision and mission and take charge. Within every individual, an "Inner Leader" is waiting to be born. So how are leaders different from the ordinary?

First, let us define leadership so that we are all on the same page. Leadership is the process by which a person influences others to accomplish an objective. Leaders have vision, which they share with others. The leader binds a group of people with beliefs, values and knowledge.

Many individuals think of a leader as having power over others. These leaders mistakenly use their power to dominate and control. This is not leadership, but domination. It is a sign of weakness, not strength.

True strength comes from understanding that the real function of a leader is to serve, to actualize a larger vision, and be dedicated to a cause beyond one's personal concerns. Rather than think that others are there to serve you, realize that each person on your team is someone you are there to help. It is your job to bring out the best in him/her. When you help them become all they can be, when you share your vision and bring it alive in

them, you are truly leading.

This key can be implemented by putting your attention on the well-being of others, not just necessarily on your goal. Others, sensing your concern, feel cared for and uplifted. They naturally work to the best of their capacities and offer support in return.

True leadership is more of a relationship between the leader and the followers than it is about the person who is in charge. Leadership is lifting a person’s vision to higher sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.

The foundation of this relationship is trust. Ethics refer to the principles that define behavior as right, good and proper. There is a strong link between leadership and ethics. Leaders must themselves be ethical in their decisions and actions in order to influence others to behave accordingly. On the other side, a leader with poor ethics will develop a following of people who produce strife, contention and little to no positive results.

Leadership is an art that you can master. It calls for you to raise your performance to higher standards and think outside your limitations. The basis of good leadership is character and the willingness to make sacrifices for the sake of the people in your organization. In short, it takes nerve!

Leaders, by definition, set examples for others to follow. However, before that happens, they will have to prove their worth. Those expected to follow are constantly observing leaders. For this reason, integrity and courage define leadership better than any pompous statement of job title, credentials or college degree!

### **Are You a Driver or a Leader?**

The following is a true story about a leadership training seminar held by Joe Batten. He is an accomplished public speaker and

member of the National Speaker's Association Hall of Fame. He wrote the best selling book titled: "Tough-Minded Leadership".

A number of years ago, Joe met with a group of 35 CEOs for a daylong seminar on his favorite subject, Leadership. Early in the presentation, he asked them, "How many of you are leaders in your company?" Every person in the room raised his hand. Joe smiled and said, "I'll ask you the same question after I share this true story with you."

In the Middle-East there are two countries, separated only by a border, who have large sheep and mutton industries. The cultures of the two countries are radically different and they are hostile to each other. In fact, they have even fought wars with each other.

In one country, the shepherds walk behind their flocks. In the other country, the shepherds walk in front of their flocks. Now remember, this is a true story.

In the country where the shepherds walk behind their flocks, the quality of the mutton and the wool is poor and it is not a profitable industry.

In the country where the shepherds walk in front of their flocks, the quality of the mutton and wool is excellent and the profitability is high.

Why?

In the flocks where the shepherd walks behind and pushes, drives, corrects, and is always in charge, the young sheep grow up afraid to stray from the flock for fear of being rapped up-side the head by the shepherd's staff or having the dogs sent out to round them up.

They have no opportunity to explore for better grass and water, or to play with other young lambs. They simply become



obedient, passive and apathetic. By the time they are grown, they have lost all initiative. They are not really healthy.

In the country where the shepherds walk in front of their flocks, the young lambs have plenty of opportunity to stray, play, experiment, and then catch up to the flock. Instead of feeling overly controlled, compressed, repressed, depressed and suppressed, they feel free, empowered, enhanced and stretched. They eat more, sleep better and grow up large and healthy. They are truly led.”

When Joe finished his story, assuring the executives once more of its authenticity, he asked again, “How many of you truly lead in your company?” Not a hand was raised.

The reason I told you Joe’s story was to make a distinction between *Driving* an organization forward and *Leading* it toward success, and to let you know that that is a fundamental choice you can make. I feel it is the most important decision you have to make in order to succeed.

I say you are Driven by your fears and you are Led by your values and your vision. Leaders lead by virtue of their vision (and your vision is the experience and expression of your values). That is what people really follow- Vision. Nobody likes to be driven. As the leader in your organization, it is your duty to create, communicate and hold a powerful and empowering vision for yourself and your people.

Remember the moral of Joe’s story. Driving your organization is not healthy; choose instead to lead by example guided by your vision.

**Let us now analyze the ten major characteristic of a good leader.**

1) Honesty - Reliable behavior on your part will win trust and respect from others.

2) Vision - You need to be able to see ahead and set goals for the future.

3) Inspiration - The best way to motivate others to reach new heights is to teach them to believe in themselves.

4) Intelligence - Learn from every situation, and from those who have a certain expertise that you might lack. Observe, ask questions and always be seeking knowledge - that is what true intelligence is all about.

5) Fair-mindedness - As a leader, it is much more important to be fair than to be popular. Playing favorites is a sure fire way to failing as a leader.

6) Open-mindedness - An open-minded leader is an effective one.

7) Boldness - You must have the nerve to take calculated risks and maintain the ability to stay calm and confident under pressure.

8) Imagination - Be creative in the way you set new goals, plans and methods.

9) Perseverance - In the words of Thomas Edison, "Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

10) Courage of Conviction - It takes courage to deviate from the trodden path and lead people to success.

**Now take a moment to find out what makes leaders thrive.**

Leaders are risk-takers. They thrive on adversity and challenges but the more important attribute is that most of them are also capable of managing and mitigating their risk.

True leaders understand and appreciate that great things are rarely achieved single-handed - a team is required to achieve success. One of the traits of a truly great leader is their ability to build a powerful and successful team of like-minded people. Leaders succeed by helping people they work with become successful themselves.

Leaders are good listeners. It is a commonly held belief that leaders are impatient and rarely listen to others. In fact, the truth is the quite the opposite. They have the innate ability to foster good relationships among team members and have exceptional communication skills that inspire total commitment and follow through from their co-workers.

Leaders are quick decision makers. Strong leaders are quick on their feet when taking decisive action, great at making spontaneous decisions and good at long-term strategic thinking. It is their general awareness, alertness, the ability to read and analyze a situation and the tendency to think strategically that makes them the great leaders that they are.

Good leaders are not control freaks. It is true that one of the basic characteristics of leaders is their need to control things. However, what makes them different is the way they respond to stress. Their performance under pressure is what sets them apart from the crowd. Good leaders become effective leaders by being able to delegate responsibilities and inspire trust among the followers.

## **Conclusion**

If you are seeking to become a stronger leader, you will have to show confidence, energy, determination, self-discipline, will-power, and spirit. Only then will you be able to motivate others and lead them to greater achievement. I believe everyone can improve their leadership skills, provided they follow a leader of their own.

Finding and developing the leader within yourself is more about the journey, not the destination.

Luckily, for you, expert guidance is available in the form of this book and by all the contributing authors herein. They are here for you; they have given you their contact information and are waiting for you to get in touch with them.

Allow them to guide you by reading their words and through personal interaction with them. Turn to them for guidance and you will be well on your journey to finding and growing the leader within yourself for greater health, wealth and prosperity.



**Robert Vance**

Robert Vance is a Husband, Father, and Coach. He has experienced success in several careers in his life. He currently runs a successful consulting company where he helps people achieve their dreams and desires. During his journey, he has learned a lot and has held on to his dreams. His passion to achieve those dreams drives him through life. It is his purpose in life to help other people achieve their goals and succeed in life.

He has experienced both the highs and lows that come with every success story. He has succeeded and failed several times in life. He believes you are not a failure until you give up on yourself.

Robert was born in Northern California and grew up in the Bay Area. He is currently living in the Los Angeles area and happily married to his lovely wife Lilly. They have 6 children ranging in age from 1 year to 21 years old. He enjoys spending time with his family, taking trips to the mountains, traveling around the US and discovering new places.

Email: [robertvance@abundanceforlifetoday.com](mailto:robertvance@abundanceforlifetoday.com)

Web: [www.abundanceforlifetoday.com](http://www.abundanceforlifetoday.com)

## Chapter Two

*The Road to Leadership**Robert Vance*

**T**he road to leadership must begin with you. You must be willing to work on yourself in order to become a leader. Now do not get me wrong you can be a leader right now but if you want to increase your leadership you must be willing to get the training and educate yourself so that you move to the next level. As you improve yourself you increase your capacity to lead a more diverse group.

What kind of training am I talking about; well it is not the college education. While that is important it is not what makes a leader. What makes a leader is the personal development you do for yourself. The reading of books on how to improve, the taking of personal development courses; things to help you change the way you think.

My road to leadership began several years ago. It started by my desire to read books to improve my skills. Skills like communicating with people, changing your thoughts, and changing who you are. Some of these books include “How to Win Friends and Influence People”, “Think and Grow Rich” and “Rich Dad Poor Dad”. I also took some leadership development courses. In these courses I learned skills like how to trust people, Win-Win, Responsibility, Compassion, Service, Abundance, Honesty and Getting out of your comfort zone.

Lets talk about trust for a minute. Trust can be broken down into two things: do you trust others and do they trust you. If you do not trust others then it is very difficult for them to trust you. Trust is the foundation of relationships. If the people you lead do not trust you then they are going to be less likely to freely do what is asked. They may do it out of fear of the consequences but not because of you as the leader.

Here are some things for you to think about on trust. Do you trust other people and if so how far? Will you trust others with your life, money, or a deep secret? Will other people trust you with their money, life or a deep secret? Have you become so jaded that you do not trust anyone anymore? Are you trustworthy?

Win-Win is a concept that revolves around the belief that both parties can come out a winner. The people that operate from win-lose do so because they believe it must be either – or. It is possible that you both can get what you want and both win. When you operate from the belief that it has to be either-or you focus on one of you winning and the other losing. It is possible for both parties to win and everybody leaving the transaction feeling good about it. Even in a bad situation it is possible to have a Win – Win result.

Here is an example: someone is in a bad way with their house and has fallen behind in their payments. Someone wanting to help save their home contacts them. The person wanting to help will win because they get a home at a lower price than retail. The person behind in payments wins by saving their credit, getting some money for the equity they have in the home and a peace of mind from not having the mortgage holder call them.

Here are some things for you to think about on Win-Win. Do you operate from a position of win-win? What is the potential for growth if you change your thinking from win-lose, either-or to Win - Win? How different would the world be if everyone in it (The leaders, Those in position of Authority, You and I, Etc.) operated from win-win?

Responsibility is not the concept of being at fault. It is the position of being responsible for your actions regardless of the consequences. A person that is responsible believes that they make things happen by the choices they make. They do not believe things happen to them. A perfect example of responsible is a person who is pulled over for speeding. They have a choice. They can be responsible and say to themselves I made the choice to

speed and these are the consequences of that choice. They could also choose to not take responsibility and say why did this happen to me.

Here are some things for you to think about on responsibility. Do you take responsibility for your choices or are you a victim to the things that happen to you? How would it change your life if you started to take responsibility?

Compassion is about wanting to help others. It does not mean you are weak or soft. Having compassion means you genuinely care about the people you lead and want to help them succeed in their ventures. If you help people get what they want you will get what you want. By having compassion for your constituents you show how much of a true leader you are.

Here are some things for you to think about on compassion. Who would it impact in your organization if you had true compassion for the people you lead? How could you impact your life, community, country or the world by having compassion?

Service is not something we do. It is a lifestyle we live. I would like to start off with a quote by William Churchill: *"We make a living by what we get. We make a life by what we give."* Most people live an ordinary life. There are some that live an astonishing life. These are the people that in addition to being highly successful in life make a great contribution to society, the people they come in contact with, and leave a legacy for future generations.

Being of service is not necessarily about giving money to those in need. It's about giving of your time, talent, or finances unconditionally without expectation of return or reward. The person living the astonishing life is always looking for ways to make their surroundings and the world a better place.

While there are some people that value their life above all else there are also those that value life above their own. Giving not



only includes giving to others but also giving to yourself. If you do not take care of yourself you may come to the point where you feel like you cannot give any more and you get burnt out. Remember to take care of yourself so that you can continue to be of service to others.

Some people think that they must look out for them selves or no one else will. They live in a world where there are winners and losers. There are those that choose a different path and instead of seeing winners and losers they see a world whereby helping others win, they win as well. If you truly want to grow in life give what you have little of. By doing this you will increase your capacity in this area.

Here are some things for you to think about on Service. How can you impact your community, or the world with your service? How would the world change if everyone tried to be of service to others?

Abundance is a belief that there are unlimited resources you simply need to tap into so that you can help yourself and others. Most people believe there is not enough (time, money etc.) to go around. This comes from a scarcity line of thinking. By living in scarcity you truly limit yourself. You limit yourself by your fear of loss. You prevent yourself from helping others learn and grow. If you live with a scarcity line of thinking you may hoard your skills out of fear of loss.

Here are some things for you to think about on abundance. How much more giving and service could you do if you were truly abundant? How would it change your life if you started believing there is unlimited abundance of what you need - you just have to ask for it? How much better could your organization be if you stopped hoarding your skills and taught others what you know so they can do better also?

Honesty is being truthful in all that you say and do. If you are honest in your dealings you build trust. With the increase of

trust you better your relationships. With the increase in the quality of your relationships your organization becomes stronger.

Here are some things for you to think about on honesty. What has been affected by your honesty or lack of? What has been gained or lost because of it? What can you do to change that? If you gain something great through dishonesty how does that affect you and your relationships with others?

To grow as a leader you must take action. If what you are currently doing is inside your comfort zone then to grow you need to do something outside of that. If you are comfortable talking to people below you but totally uncomfortable talking to people above you then you should work on that. By doing that you expand your abilities and do not stagnate. If you stagnate then you stop growing and if you stop growing your organization stops growing.

Here are some things for you to think about on getting out of your comfort zone. How can you help your organization grow by getting out of your comfort zone? What could you do today to get out of your comfort zone? How would that impact you and those around you?

I challenge you to take action today in becoming the leader you can be.



### **Debra Sweet**

Entrepreneur, Best Selling Author, Musician, Speaker, Consultant, Coach, Trainer- these are all titles that apply to Sweet Marketing Solutions founder Debra Sweet.

Exposure to business at an early age and cultivation of artistic talent in music and writing is the background that Debra Sweet brings to her marketing clients. The unique blend of her endless creativity along with understanding business systems and a great sense of value in client relationships are all key elements that she uses in leading her team of professionals to achieving marketing results for her clients.

Never one to ‘wait for things to happen’, Debra opens new doors for her clients and her company in the areas of innovative marketing, advertising and promotions.

Her professional experience on stage as a musician and speaker helps her deliver messages to her clients and ultimately – their clients- in a fresh, inspiring, motivating way. Always focusing on the end results, Debra helps to streamline the vastness of marketing so her clients can be comfortably involved when they are working towards achieving marketing growth goals.

Contact Debra Sweet at: [www.SweetMarketingSolutions.com](http://www.SweetMarketingSolutions.com) and [www.DebraSweet.com](http://www.DebraSweet.com) or by calling: 888-SWEET-85.

## Chapter Three

*Step Up To Lead**Debra Sweet*

**L**eadership is more than stepping into a position that allows you to make decisions for the best interest of others. Leadership involves leading, being able to make decisions, listening, encouraging others and helping others rise up so they too can become leaders.

True leadership also involves a heart to serve. Having a heart to serve either in a personal aspect or in a business arena allows you to give to others while you guide along the way. You give your time, you give your experience. You give your patience and you share your thoughts and insights when it's beneficial to help another person learn, grow and evolve.

There's a statistic that shows in the worldly sense of leadership, only 2% of people are real leaders. Statistics say the rest are followers. I believe that there are many more than 2%- however; these people have never seen themselves through the filter of understanding leadership- so they do not recognize it in themselves. They don't recognize that they already are a leader. I have found that ultimately, the best leaders are those who were initially the best followers.

Leadership is built into every family unit. It's a natural part of who we are as human beings. When we become parents, there is no official guide book that comes along with our children. We lead by trial and error. We learn from others what has worked and what has not. Then we make our own choices to guide our children to help them learn how to make choices and become independent. The cycle then continues.

Even when a traditional family unit is not present, people will bond with others and an unconventional 'family' will develop. From the beginning of time, there has always been a person who

is ‘in charge’ of a family. One person who takes the bulk of responsibility for making choices, educating, sharing, teaching, showing others in that family what to do, where to go and how to do it. Leadership is natural. It’s genetically coded into all of us.

Historically, those who are in charge of the family unit then come together and a larger unit of people will bond. These turned into tribes, villages, towns, cities, states and countries. The leaders of the families stepped forward once again- to lead and guide a larger group of people.

If this cycle is so natural and has been around since the beginning of time, then why do so many people today shun, hide or resist the opportunity of leadership? I believe it starts with the perspective of what leadership is. I have met many people who, in their own right, are already great leaders- but they’ve never thought of themselves as one. They’ve never recognized that the actions they already take, the choices they already make and the way they interact with people around them- is that of great leadership.

### **Time to Step Up**

I have had the unique opportunity to work with different organizations in a leadership capacity. In these organizations I’ve stood side by side with people who have had tremendous heart and the inherent ability to step up into a recognized position of leadership. In some cases, everyone thrives, in others, only a select few do- and the difference always comes down to recognizing (or not) ones own ability to lead.

In one organization, the leader whom I was accountable to, spoke about rising leaders from amongst the members of the group and allow them to take on leadership roles. However, he was not willing to honestly look at – or give a chance to -- the other members who were fully capable and willing to serve and lead. He talked about growth through leadership and encouraged

everyone to step forth. When there were appropriate times to have others take on leadership roles however, he was unwilling to give them the opportunity. They had the heart and skill sets to lead but they were not confident enough in their abilities to speak up and step up on their own. Those people who wanted to serve didn't recognize the skill sets they had. Their lack of understanding what it takes to lead prevented them from speaking up. Instead they always were just disappointed, unfulfilled followers- privately wanting to be recognized as a leader. This hurt the organization and those individuals.

In another organization which I've been involved with since 1997, called BNI, I have the opportunity to work as a director with business professionals on a weekly basis. One incredible aspect of this organization is that by its very nature it is designed to help develop leaders in the community. Every six months there is an opportunity for professionals to step up into a position of leadership to run a weekly networking meeting. There are three main positions that are needed to oversee the meetings along with support positions that handle a variety of activities.

Every six months, when this changeover occurs, I, as a director of these chapters, have a responsibility to help choose who the next leaders will be. I have a position of leadership to help guide, teach, support and mentor the individuals so they themselves, will guide the other professionals in the chapter to be successful as individual members.

It's an interesting time when the bi-annual change occurs. There are those who willingly jump at the chance to serve and lead. Then there are those who sometimes need to be encouraged to step up. During the six months between this leadership team change over, as their director, I get to observe these members. I see them already acting as a leader- but often, those that need the most encouragement, have not yet seen themselves as one. It's amazing to see the transformation in a person when they first didn't recognize in themselves that they already had the ability to lead, yet they take a chance and step forward. With

encouragement, support and training, the personal development that follows is literally life changing. Those people see and feel it- as do those around them.

Not being able to recognize leadership attributes already in operation can unnecessarily prevent people from stepping up from being a proactive, acknowledged leader. As a leader, one of the biggest and most rewarding aspects of leadership, is to help others see it in themselves. When this new perspective happens, magic occurs. The leader and the leader in queue both grow. True leadership is an ongoing cycle of receive, learn, retain and release. We learn as a leader and then we turn around and teach those we are responsible for. They in turn, learn, and then teach those around them.

There are some people who are comfortable with being a leader from an early age. It's just simply who they are. Others are thrown into leadership. They've never really seen themselves acting as a leader and then circumstances arise that put them into the moment where they have to step up. Every person has a choice. When opportunity to lead presents itself- you always have a choice. You can choose to wear the mantle of leadership, or you can choose not to. Chances are if you've been thrown into a circumstance where you are faced with a choice to lead- you already have the foundation of a leader.

The ideal situation for many people is to be given the chance to lead by being asked. When that happens, give yourself acknowledgement. People ask you because they see the leader in you! Your experience up to that point as an active leader may be big – or it may be your first time. Accepting the role can open up learning and growth opportunities for you that will frame your life for years to come.

I remember when I was young; leadership roles were put upon me at an early age. Some of it was natural. I am the oldest of three children and with that is an element of leadership. The younger children in a family typically and instinctually look up to the older sibling to 'show them the ropes'. I was fortunate

when I was growing up; there were adults around me who gave me chances to lead. I had not initially seen my own potential, but they did. I recall coaching kids younger than me in a sport I was good at. I remember working with and teaching girls younger than me in the Girl Scouts.

As I grew older and got into junior high and high school, teachers would give me leadership roles. I was very involved in music in school. I had great teachers that led me to excel in music- and then those same teachers turned around and put me into positions to lead my peers with my music skills.

There were times when I resented always being in charge. I didn't always understand why I 'had to be the one in charge'. Many times it seemed like I was the only one who was asked to lead. This may or may not have been the case- but in my perspective, it was reality. People around me always said 'if there was something to be done, Debra could do it, put her in charge'. What I didn't understand is that I had shown the propensity for leadership from early on and others were seeing it in me before I saw it in myself.

I did recognize however, that at those times, whether the leadership role was handed to me or if I volunteered for it- I always grew. I was able to enjoy moments of great giving. The real reward of my personal growth through leadership was the great satisfaction of seeing that what I did, shared, and taught others around me- helped those people to grow also. Today, when I am asked to lead, I always consider it. Remember, when someone asks you to step up, it's usually because other people have seen the leader within you.

You have value. You have insight. Your experiences are unique- and you can be exactly what those around you need to draw from in order to achieve a mutual goal. Step up the next time there's an opportunity for you to share your leadership. People around you will benefit – and most importantly, you will benefit from within.





**John Pol**

John Pol is an online business coach who provides mentoring and training to aspiring internet entrepreneurs. He is also the owner of Sole Necessity Shoes and Orthotics, a specialty store specializing in supportive and comfortable footwear and supports.

Projects: Creating and hosting his own television program for educating entrepreneurs on becoming successful leaders and business owners ([www.AC-TV.org](http://www.AC-TV.org)), teaching students on leveraging the internet and achieving financial success.

- Born and raised in Cincinnati, Ohio
- Youngest of 3 children
- Married, no children
- Bowling Green State University, BA in Visual Communications, BA in Marketing and Business Management.

Websites: [www.JohnPol.com](http://www.JohnPol.com)  
[www.GoldmineMarketing.com](http://www.GoldmineMarketing.com)  
[www.OnlineProfitSource.com](http://www.OnlineProfitSource.com)  
[www.SoleNecessity.com](http://www.SoleNecessity.com)

Email: [john@goldminemarketing.com](mailto:john@goldminemarketing.com)  
Phone: 206-338-4393

## Chapter Four

*Lead With Your Story**John Pol*

**A**t the time I am writing this, I am a 25 year old entrepreneur that has only begun to scratch the surface of accomplishments and experiences that will inevitably be my life.

Currently, I am a business owner, consultant, graphic designer, program director/host, coach and student of life. My mission in life is to inspire and empower new leaders, innovators, and influencers for future generations.

I am currently mentoring and coaching individuals to make a full-time income by taking their businesses or business opportunities online. This is where I am right now...at this moment in time...in my life. I am extremely blessed. I have a gorgeous, loving wife, a wonderful family, amazing friends and great relationships.

Let me be the first to tell you that life wasn't always this way. I have endured a great deal in my life before I began having success in business and in life. Let me tell you more about my story...

I am the youngest of 3 children. My parents immigrated here to the United States from Cambodia and Vietnam. I was the first and only born and raised in Cincinnati, Ohio. As a young teen I was very rebellious, got into a lot of trouble, the wrong crowds, crime and drugs. I have been blessed with an extremely loving and amazing mother that helped me get back on the right track. Around age 17, I smartened up, got my act together, my grades together and got into college.

If you're anything like me, then you can probably relate to the fact that I was told my whole life to: "Study hard, get good grades, go to college, get a high-paying job and everything would be just

peachy keen”.

Well, that didn't exactly turn out to be great advice.

After graduating college in late 2005 and after experiencing a dozen job interviews, I came to the realization that I am psychologically unemployable. I had no desire to get a 9 to 5 job and retire after working the same job for 40 years... that just wasn't going to happen.

So, I decided to start my own freelance graphic design business. I must say that at first, it was really fantastic. I was making a living from being creative and artistic...I was getting lost in my work!

However, the routine and deadlines quickly got mundane and very stressful. Some weeks I was overwhelmed in work and making money. Other weeks I was pinching pennies with no work at all.

I was easily working 80 hours a week and had no time to enjoy life. I was a one man show! I was the Graphic Designer, the Salesman, the Accountant, the Marketer... you name it, and I did it. This wasn't exactly the “own business” I had envisioned in my mind.

Soon after, I began studying different industries and demographics before beginning my next venture. I soon became very fascinated with the trends and buying habits of the baby boomer industry.

I decided to partner up with a friend that had many years of experience in the specialty footwear industry. There was a huge niche market in my local area of Cincinnati and we decided to go for it. After analyzing the pros and cons of a start-up and a franchise, we decided to create our own brand and create a start-up. I must say that the build out process and the conceptualization of the business was an amazing experience. Looking back I am

amazed that we were able to create the business from the mere idea to the grand opening in less than four months.

The business soared in the first 2 years and exceeded our expectations. Our success and credibility grew quite fast in the city of Cincinnati. I was even featured on the cover of the business section of “The Cincinnati Enquirer” as a featured entrepreneur. I was very fortunate to have such a great opportunity and our business soared even more.

After seeing much success I realized that I was falling into many of the same traps that I encountered with my freelance design business. I was a leader in my business, but not in my personal life. I was wearing too many hats and I was working in my business all the time. I was making great money, but I was unable to spend quality time with my family, the ones I love and the ones I was claiming to be working for.

Once again this wasn't exactly the “own business” I had envisioned in my mind. I had created an amazingly successful business, but I felt extremely unfulfilled. I had developed a plan to create a successful business, but I didn't have the end product in mind. I didn't create an exit strategy after the business was up and running.

An extremely important lesson that I had to learn the hard way is that you must always have the end product or end result in mind before you begin to create an action plan.

Dynamic, genuine leadership starts with having the end result clearly envisioned first, and then, work backwards to create a structured action plan. If you fail to do this in your business and in your life, you may be headed into a collision.

In my case, it was an amazing learning experience that I wouldn't change for the world, but I also would not want to experience again. I was coming to the end of one season of my life and entering a new one, one filled with massive potential and

abundance.

I took these life lessons and began to search out other options to create the life I wanted. This began the turning point in my life where I first began my journey in the abundant world of the internet. I had been searching around on the internet for ideas for my next business and I ran across a series of videos from a young entrepreneur.

His videos were so powerful that I felt that he was speaking right to me. He spoke of “solo entrepreneurs”, leveraging technology, automating your business, and creating a lifestyle by design. This guy was living the life and having the success that I had always dreamed of. So, I contacted this individual and he was surprisingly authentic and genuine. He truly related to my experiences and completely transformed my life.

*What do Tiger Woods, Michael Jordan and Tom Brady all have in common?*

You give up? They all have great coaches and mentors.

These are teachers to help them embrace their talents and become the absolute best they can be. They have leaders to guide them, to see what they can't see, to direct, support and encourage to be the very best.

I realized that this key factor was what I was missing in my life. He was a leader already and I was willing to be a student. The problem that many self-employed business owners and heads of households have is that they try to do too much work. They aren't leveraging the knowledge of others to help them succeed.

Leverage all 3 of these key elements and you will achieve success beyond your wildest dreams:

- 1) The Proper Mindset

- 2) Great Coaches & Mentors
- 3) Being Part of a Mastermind Community

A mastermind community is a group of like minded entrepreneurs that support each other and help each other achieve great success. These elements will help you become a powerful leader, help you to provide massive value to others, and achieve great success and wealth (in that order).

So, let's tie this all together and let me tell you what I have discovered on my journey to success.

There is one X-Factor in marketing that has been proven successful and has stood the test of time. This X-Factor is "Story Branding". Story Branding is branding you through your unique story, experiences, and personality.

To become a powerful leader and attain success, you must own your feelings, experiences, and your story. You must understand "The Law of Attraction".

*"Success is not to be pursued; it is to be attracted to you by the person you become."* -Jim Rohn

Everyone has a unique story to tell. Your unique story has the ability to inspire and empower the lives of countless people. Just like how that young entrepreneur transformed my life and empowered me.

Many people have the desire to become a leader, but are reluctant because they believe that they do not have the skills or that it is just too difficult.

There are going to be certain individuals that will be attracted to you and your story... that won't be attracted to me by John Pol's story.

*Do you see how powerful that is?*

Everyone has a unique story. Anyone can use their story to brand themselves as a unique leader to help those that will naturally gravitate towards them because of- not in spite of- their story.

Lead with yourself, not your product or business opportunity. People follow people, not products and businesses. When we stop chasing money or time, and start providing value by being our genuine selves, that my friends, is when true success and great leadership opportunities appear.

Regardless of your skills, if you have the desire and passion for success...find you mentor in person, through books, classes or video. Let that mentor and their story help you find the way to discovering your leader within.

**Leaders are willing to freely teach others and share from experience.**

I must say that all of the programs, e-books, videos, and technology in the world will not guarantee you success. But-if you acquire a proper mindset, mentors, and masterminds, your success as a leader will reach bounds beyond your wildest dreams.

I hope that my story has in some way touched, moved or inspired you to attain greatness in your business career and in your life.

If you would like to discover the “secret” formula that the masses will never know about attaining massive success online... I encourage you to go to one of my websites, send me a message or better yet... give me a call and connect with me!

I look forward to speaking with you and serving as a leader with you soon!

*“A leader takes people where they want to go. A great leader takes people where they don’t necessarily want to go, but ought to be”*

ROSALYNN CARTER





### **Andy Geldart**

Andrew (Andy) Geldart lives Halifax, Nova Scotia with his wife and 2 girls. Andy is active in the community through participation and volunteer work and enjoys traveling, camping and exploring with his family and friends.

Andy also runs the Halifax Academy of the Wei Chin Kung Fu School and takes great pride in teaching and training with those who want to excel in this art. Well being includes training the body and the mind.

Andy is an entrepreneur at heart and developed his own web design business and is involved in the network marketing industry. Through self-development and continued investment in his business, Andy partnered and then co-founded a system which specializes in target marketing for the network marketing industry. This system is designed to train people how to build a solid organization using the power of the Internet.

In addition to developing and working with his network marketing team, Andy plans to develop a larger Kung Fu school which will include a wellness training program.

Web: [www.meetandrewj.com](http://www.meetandrewj.com)

Email: [andrew@meetandrewj.com](mailto:andrew@meetandrewj.com)

Kung Fu and Wellness – [www.weichin-halifax.org](http://www.weichin-halifax.org)

## Chapter Five

*Leadership Will Change Your Life**Andy Geldart*

*“We all want things in life that are on the higher shelves. We can reach those shelves by standing on the books we read.” - Jim Rohn.*

**I**magine it just being that easy. All you have to do is read some books and you can change your life.

It couldn't be you say... or could it actually be that easy? Yes it can. Or, it can be as hard as you want.

It is easy. Just like skiing, or playing baseball, or rock climbing, or becoming a physician. Or it can be hard. Just like skiing, or playing baseball, or rock climbing, or becoming a physician.

It's easy like playing guitar and finally learning to get that b-flat while not mixing up your strumming. Another example is learning to ride your bike for the first time, without the training wheels.

It's just as easy to learn to finally tie that reef knot, or jibe without rocking the boat. Or it can be hard, like learning to type, fixing your computer or learning to dive off the 5-metre board.

It is what you make of it. Easy or hard, it is in your head.

Changing your life by reading is just like anything else that you have achieved. You got where you are today by making choices. All you need is choice and the will to want to make it happen. This is the key point. **If you want to make a change in your life, you must change.** You cannot remain the same and simply expect things to change.

*“The definition of insanity is doing the same thing over and over*

*and expecting different results.” - Benjamin Franklin*

The ability to change our life is within us all. It is more than simply wanting to make that change. It is a decision. If you do any research on anyone who has ever accomplished anything, they didn't always know how they were going to do it. They just knew they were going to do it.

In terms of where you are right now in your life, take an inventory of all the things around you. Your home, your children, your bike, your family, your stereo; whatever you consider to be important. It could be your bank account, or lack of bank account, your good health or your poor health. If you want to change those things for the better, you must first change the way you think.

**If you change the way you think, you will change the way you act. If you change the way you act, you will change your results. By changing your results, you will change your life.**

It's called personal development. Leaders are those who are willing to go the extra step – and the first step they take is in developing to become more than who they are today. If you can't help yourself, how can you lead and help others?

### **Personal Development**

How can personal development change your life? Let's look at the journey of personal development and compare it to joining the gym to get in better shape and lose weight.

It's called the “slight edge affect.” The slight edge affect is measuring the affects of daily activities over a period of months or years.

Figure 1 outlines how to think of the slight edge affect.

The lesson in this exercise is that all the little things add up.

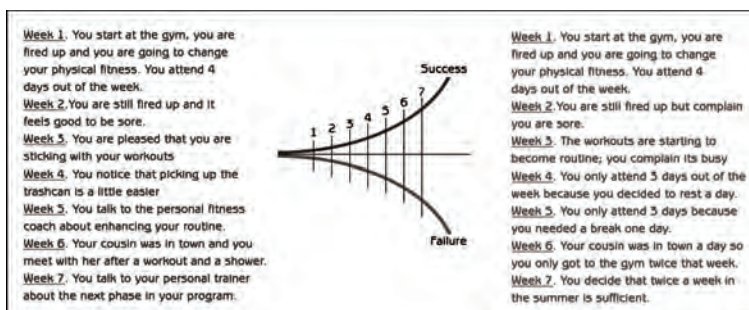


Figure 1

Repeat this out loud. **THE LITTLE THINGS ADD UP.** For good or bad, the little things add up. You need to make the choice in which direction you want to go.

Finding your leader within starts with a desire to make a change and then make a commitment to do the little things that will let your leadership skills flourish.

Start your personal development reading routine today and read for 30 minutes. Pick up the same book the next day and read another 30 minutes. Do that same thing every day for 30 - 45 days. Don't look sideways, don't expect results. Don't second-guess what you are doing. Just read every day.

Deciding what to read really depends on what you want to change in your life. I guarantee that what ever you want to change, there is a topic at the bookstore. You can find the perfect mentor to lead and guide you simply by picking books that resonate with you and where you want to go in life.

Personally, I wanted my business to increase. So in order for my business to improve, I had to improve. I started my research and found my way to a book named "Think and Grow Rich" by Napoleon Hill.

Fast forward to today and in less than two years I have read about 20 books. Some I have read two and three times. The number

of books I have read is not great by any account, however, how those books have affected my business and more importantly, my life, has had a profound affect.

My personal favourite is “The Success Principles” by Jack Canfield. Other authors I recommend are Jim Rohn, Bob Proctor, Charles, David Schwartz, James Allen, Don Miguel Ruiz, Robert Kiyosaki, and Donald Trump.

These are only a small number in a list of dozens of great authors on personal development.

So what does personal development have to do with leadership? The first aspect of leadership is knowing what your limitations are. Reading will teach you about the limitations you never knew you had.

### **Be the Leader to Develop the Leader**

You cannot develop others beyond what they are capable before you experience it yourself. You cannot develop yourself unless you are willing to bring yourself beyond what you are currently capable. Or in other words, you must get out of your comfort zone.

Getting out of your comfort zone is the first phase of becoming a leader.

You must be the leader to develop the leader in yourself. You must start and not be afraid of making mistakes. Learn from those mistakes and learn again. You must learn to change yourself; you must change your thoughts.

Say that again. **TO CHANGE YOURSELF, YOU MUST CHANGE YOUR THOUGHTS.**

In the next breath say... **FEEL THE FEAR AND DO IT ANYWAY.**

I started training in the art of Kung Fu at the age of twenty. I earned my black sash some five years later and by the age of twenty-seven I decided I would start teaching. I called my teacher, told him of my intentions and asked for advice so I could start out right. I will never forget those simple words *“No, you must learn as I have, learn by your wits and your training.”*

At first I thought it was cold to leave me to make the same mistakes as so many had before me. It took me some time of making mistakes, confusing those whom I taught before I learned exactly what he meant. I had built a small but strong school in those two years, but I had done it myself. I had learned that making mistakes and learning from those mistakes was my leadership development. In order for me to teach, I decided I must be prepared to make mistakes. I developed leadership by moving from my comfort zone.

I learned the power of leadership from experience and developed a confidence that has not been shaken since.

When I took stock in my business and realized I must change myself to change my business, I started the path of personal development. After about 40 days of steady reading did I notice the change in results of my business practice. Shortly after, I was taken aside by my business partner and mentor, and was quietly congratulated for the change in my mindset. Only then did I realize I had developed leadership by moving beyond my own limitations. Once again, I developed leadership by moving from my comfort zone.

Upon reflection, I made the parallel between my Kung Fu training and my business training. It is one and the same: to better yourself by changing the way you think. Leadership is within us, some is taught and some we learn.

### **Action by Decision**

It is a decision, plus action in order to achieve your results. To

quote a noteworthy phrase, “*Knowledge is Power*”, however, you must apply your knowledge through action for there to be power. To change your attitude, you must change your attitude! For example, instead of watching TV, read a book. Make a decision by removing the negative things or people in your life. Join a different gym. Spend less time at the bars and volunteer at a community center.

Anybody who ever accomplished anything needed to bring themselves beyond their current reality. By reading, and allowing the knowledge and experiences of others to guide and lead you, you will start to face those limitations you never knew you had.

Once you move beyond and defeat a limitation, move out of your comfort zone and complete a task or assignment, you will gain a confidence you never knew you had. Then the most amazing thing will happen. You will do it again... and again. Once you feel the power of accomplishment, keep reading and keep improving for that will teach you more. Keep feeling the fear and doing it anyway. There will always be fear. The way to defeat fear is through action.

*“I don’t run away from a challenge because I am afraid. Instead, I run toward it because the only way to escape fear is to trample it beneath your feet”* – Nadai Comaneci.

To Your Success!