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"10 Leadership Lessons From The World's Greatest Leaders"

By Laurence Winmill

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Since the beginning of mankind every one of us needs and benefits from leadership, whether it's religious, social, family, educational, governing, professional or business. The fact is that without leadership there is simply no

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direction or path for us to follow.

Typically when you mention the word leader, historical names spring to mind. Political or Governing leaders include Winston Churchill, George Washington, Adolf Hitler, Julius Caesar, William Wallace, Lenin, Mandela, Gandhi, Thatcher, Kennedy, the list goes on.

All of these names have left their mark in history – they have inspired millions to follow their example, in some cases with magnificent results and in others quite catastrophic.

But what all leaders seem to have in common is summed up in a quote by Vance Packard (The Hidden Persuaders) – "Leadership appears to be the art of getting others to want to do something you are convinced should be done".

You see whether we talk about Jack Welch and General Electric, Winston Churchill, Nelson Mandela or whoever, there are a number of key leadership strategies or principles that you can take on board and implement to benefit your own organization:

1. Become a great communicator – you may have a great idea but unless you can convince the masses your unlikely to succeed.
2. Understand and learn about the people your leading – Differentiate between Delegation, Coaching, Directing and Supporting people within your organization. You must identify who falls into which category.
3. Be prepared for Criticism – but stick with your core values and beliefs.
4. Stay Focused – Do what you do best – Focus your energies on your core business.
5. Become an Expert in your field – Learn to do what you currently do even better – Own your niche.
6. Cut Cost and waste – eliminate unnecessary waste and your profit margins will improve.

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7. Focus on Time Management – Spend your time working on those projects or initiative that yield the highest return.

8. Embrace change – don't fear it.

9. Become a leader, act like a leader – source new ideas encourage innovation and make sure it spreads throughout the organization.

10. Earn respect and give respect to everyone who shares your vision and values.

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Laurence is a motivational speaker, trainer and author. He specialises in Customer service, sales and marketing. During his career he has sold a diverse selection of products & services with significant results. Laurence has managed at the highest level and built, dismantled and rebuilt some of the very best sales teams in Newspapers, Advertising, Insurance and Pharmaceuticals.

**On St. Valentine's Day, Or Any Romantic Interlude, Woo Your Sweetheart With Chocolates, Roses ... AND A Leadership Talk**

**By Brent Filson**

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Summary: Leadership authority Brent Filson asserts that wooing one's sweetheart can be done with a special kind of communication methodology which he has been teaching leaders worldwide for 21 years.

On St. Valentine's Day, Or Any Romantic Interlude, Woo Your Sweetheart With Chocolates, Roses ...

## "10 Leadership Lessons From The World's Greatest Leaders"

AND A Leadership Talk  
by Brent Filson

On Valentine's Day, or any romantic interlude, lovers should woo their sweethearts with chocolates and roses — but also a Leadership Talk.

My experience in teaching the Leadership Talk to thousands of leaders worldwide for the past 21 years confirms that the Talk is a boon for leaders of all ranks and functions in their jobs and careers.

But I've also learned, to my surprise, that many leaders are employing the Leadership Talk effectively outside their jobs in their personal relationships.

Giving Leadership Talks helps leaders get a lot more results in organizations. Leaders see how much more effective as motivational tools Leadership Talks are than speeches and presentations.

Speeches and presentations communicate information. But Leadership Talks have you establish a deep, human, emotional connection with your audience.

That human connection is important in getting great results in your job; but it is also important in getting great results in your personal life — even your love life.

If you want to win or sustain the fondness of a loved one, a Leadership Talk may just make it happen.

Mixing leadership and love may seem like mixing apples and oranges. But great leadership and love share common elements. For one thing, when you are wooing your lover, you may be taking the lead. And for another, using a Leadership Talk, you're fostering a deep, heartfelt relationship — as great leadership often does.

Here are a few pointers on giving a Leadership Talk that you can put into effect this Valentine's Day or any other interlude for love. Before you speak, simply ask three questions: Do you know the needs of your lover? Can you bring deep belief to the relationship? And can you have your lover take action? If you say `no' to any one of those questions, you can't give a Leadership Talk.

The questions apply to lovers as well. To foster a deep, human emotional relationship, you must know what your sweetheart needs, the deep belief you bring to the relationship, and finally, the action you want your sweetheart to take.

However, the questions are not meant to be stumbling blocks to your Leadership Talk but stepping stones. If you answer `no', step back and assess your situation. Think through what you might say so that you can `yes' to each question. Then speak. Give a Leadership Talk. And, by the way, don't forget the chocolates and roses.

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The author of 23 books, Brent Filson's recent books are, **THE LEADERSHIP TALK: THE GREATEST LEADERSHIP TOOL** and **101 WAYS TO GIVE GREAT LEADERSHIP TALKS**. For more than 20 years, he has been helping leaders of top companies worldwide get audacious results. Sign up for his free leadership e-zine and get a free white paper: "49 Ways To Turn Action Into Results," at [www.actionleadership.com](http://www.actionleadership.com)

On St. Valentine's Day, Or Any Romantic Interlude, Woo Your Sweetheart With Chocolates, Roses ...  
AND A Leadership Talk

The Personality of Leadership

Seeing the Talents of Effective Leaders

The "Greatest" Leaders Are Often The Worst Leaders

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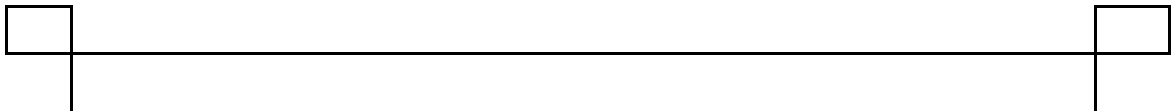
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