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Leadership and Ideas for Tomorrow

Who are the leaders? What are the leaders made of? Who are the men and women who “made it happen” for themselves and the people around them? How did they overcome obstacles? Where did they discover opportunities? This is critically important information for anyone who aspires to financial success, personal satisfaction, and the sense of accomplishment that comes when potential turns into actuality.

Our purpose here is something much more than theoretical or intellectual understanding of leadership. You’re going to learn what leaders have done so that you can start doing it yourself, right away, in your own life and career. That’s leadership mastery. It’s putting what you learn into action. A leader’s philosophy is simply the fundamental purposes and principles with which he or she identifies. Different leaders have different ideas about leadership. But anyone who studies the experience of contemporary business and organizational leaders, certain points emerge. There are key principles of leadership...

- Leadership is helping people achieve a shared vision, not telling people what to do.
- Loyalty to leadership relies on the leader’s connection and understanding of people’s needs, wishes, and possibilities. Solutions to leadership challenges do not lie in the leader’s needs and wishes. Leadership solutions lie in the needs and wishes of the followers...

So what do people really want? Not really so many things; health and the preservation of life, food and shelter, a certain amount of money and the things money will buy, the well-being of their children, and a fundamental sense of their own significance. All these are relatively easy to gratify... except for the last one. This longing is almost as deep and insistent as the desire for food and water. John Dewey called it “the desire to be important”. Freud went further and called it “the desire to be great”. Positive motivation means giving people a real sense of purpose, a feeling that they are working toward a valuable, attainable, and mutually important goal.

Dale Carnegie, *Leadership Mastery*, PP 1-34