

People Buy Into Leaders Before
Companies and Products
Monday, May 10, 2010

- Kickoff of Hispanic Training Webinars Monday, May 10th at 8:00 pm – 9 pm CDT. www.livemeeting.com/cc/mannatech/join
Meeting ID: Spanish Call 051010
- Mexico update:
 - 2 new materials at Duplipack this week
 - Updated Mannatech Strategy on Mexico
 - Cinco De Mayo Celebration replay on www.mannatechlive.com/video_archives.php
- Atlantis: Last week of BP 5

Orrin Woodward, "The Marriage of Character and Skills"

1. Focus on Developing People

- a. Companies, products, vision are all secondary to people they look to follow.
- b. No technique, or approach can overcome a lack of character.
Many Networkers will end up having to rebuild their business because they failed to focus on building character.
- c. Abraham Lincoln "You can fool some of the people all of the time and all of the people some of the time, but you cannot fool all of the people all of the time."
- d. The Team follows the leader in nearly all cases:
leader cuts corners, team cuts corners
leader disrespects corporate, team disrespects corporate
leader does not prospect, team does not prospect
- e. Tough to see a leader lose credibility, and destroy his business due to character issues, but even worse to watch those sunk on the ship with their characterless captain.

2. Leadership Principles in Action

- a. Skills development is necessary: how to contact, approach, make presentation, close, manage prospects, retain, reactivate
Personal/leadership development is critical to run along side the skill development. Klemmer work is just one of the possible ways and a terrific experiential method to create massive change in short period of time.

- b. *Launching a Leadership Revolution* is his book where he presents the Tri-lateral Leadership Ledger. It is a method to judge your leadership skills in three areas: character, task, relationship
 - c. Score 1-10 in each of three areas, then multiply them together to get total leadership score (so you are at zero if any of the numbers are zero).
 - d. Must work on all three areas to develop true leadership.
- 3. Model the Right **Character** to Others
 - a. People will follow you only as far as they trust you.
 - b. The Golden Rule...how it applies and does not. Treat your team member's business the same way you treat yours. Treat others NOT the way you want to be treated but rather the way they want to be treated.
 - c. Socrates "The unexamined life is not worth living." Take time to evaluate your character and then, take action.
 - d. Our society has fallen off track: we tend to give much more attention to a new product launch than the opportunity to take a Klemmer class.
- 4. Develop your **Task** Category through Action Habits
 - a. "Procrastination is the assassination of motivation."
 - b. You don't think your way into new action as much as you act your way into new thinking.
 - c. Anything worth doing is worth doing poorly until you learn how to do it well. If you have a prospect to contact, just do it. If you have a conflict with someone, call them and resolve it. If someone needs encouragement, give it to them. Are you catching this?
 - d. Leaders get results because they master action.
- 5. Learn to **Relate** to Others
 - a. Leaders must confront their weaknesses to turn them into strengths. So if you are shy, turn it into a great listener and connect with people.
 - b. Read the best books on people skills and apply those skills as you show the plan.
 - c. #1 thing people want to talk about: themselves
 - d. Michael Oliver's stuff: Discovery process and then show how you can meet their needs.
 - e. People don't care how much you know until they know how much you care.

Lead Like Jesus Bridge: The Trilateral Leadership Ledger

Pastor Doug gave me another book on leadership recently and it's a good one: *"Launching a Leadership Revolution"* by Brady and Woodward. It hit #1 on the Wall Street Journal Business Best Seller list in November - for good reason.

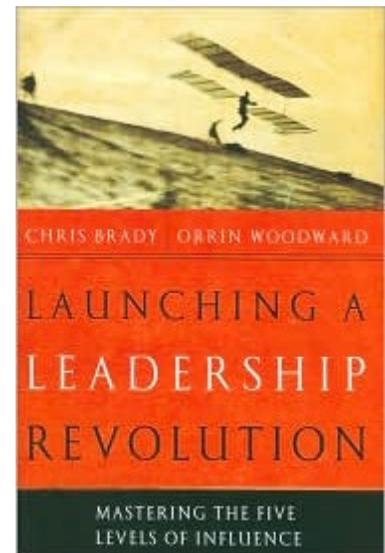
The book – written by Christian businessmen - breaks new ground in the area of Personal Growth, so I want to encourage you to both buy and read the book, and start using a tool from the book.

A key truth is that "You must rule yourself before you rule others" - this is called self-mastery; before you can "rule" yourself you must know yourself, and most of us live in one or other state of self-deception with blind spots about who and what we truly are. If we clearly see our strengths and weaknesses then we can grow where we need to.

We can only grow personally as long as we are learning; once we stop learning we are in decline. There is no standing still - if we feel we 'are there', we've 'arrived', then we are sliding backwards.

Personal growth is internal, taking place deep down. Stephen Covey says "Internal victories precede external victories" and it's true to say that the effects of personal growth take time to show up.

You can see many overlaps and connections with "Lead Like Jesus" in this book, and it provides an excellent next step bridge for all of us.



Three Categories of Personal Effectiveness

The fruit of transformation into leading like Jesus takes place primarily in 3 areas.

1. Character (who you are)

Many have said that *"who we become is more important than what we achieve"*. There is a major intrinsic value in developing character that transcends but also guarantees results and improved performance in life and in work. *"Mastering one's future must surely start with managing one's self". "Self-control is absolutely vital in any endeavor of life. Influential leaders are the ones who devote themselves to personal discipline and make the most of their gifts."* Character is foundational to everything else.

2. Tasks - work (what you do, what you achieve, and how you do it)

The ability to get things done is crucial. Some of us grew up in a home that honored the work ethic. Yitzhak Rabin (2-time prime minister of Israel) said of his boyhood *"Our home was permeated with a sense of mission. Work was considered a value in itself."* Too many have not seen this modeled.

3. Relationships (who you help, how you serve)

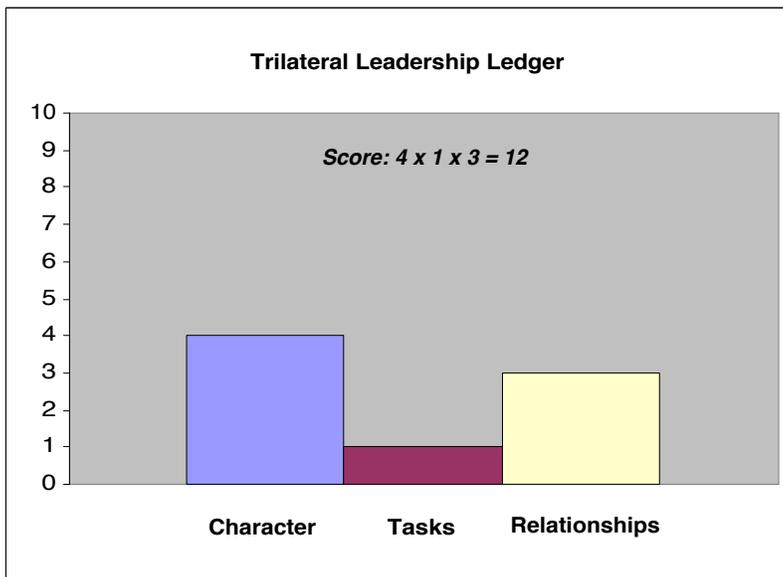
Our ability to get along with people, to build and maintain long-lasting relationships is key to life and leadership. We cannot achieve much of value alone. The strength of our relationships is determined by the degree to which we invest in them, not for our own benefit, but for the good of others.

Using The Trilateral Leadership Ledger

We begin with a self assessment which gives us a rating or score on the ledger. Later we'll see how to assess our score, but first let's look at an example. Our scores in each of the 3 areas are multiplied together. The scale for each area is 0 – 10, so the 'perfect' (impossible) score is 1000.

Here's an example of someone with fairly good Character, fair Relationships, but only scoring 1 on Tasks (they don't achieve much).

A total score of 12 is not too good!

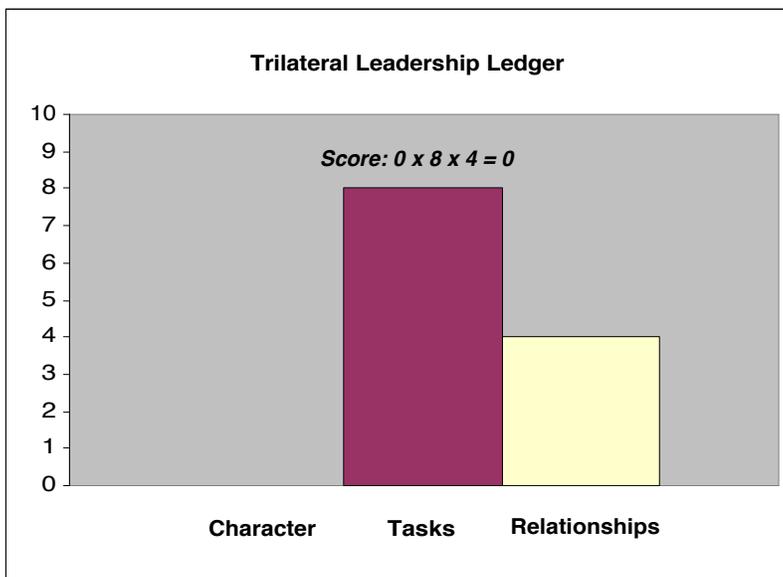


If someone scores well in two areas but zero in one, look what happens.

Ouch!

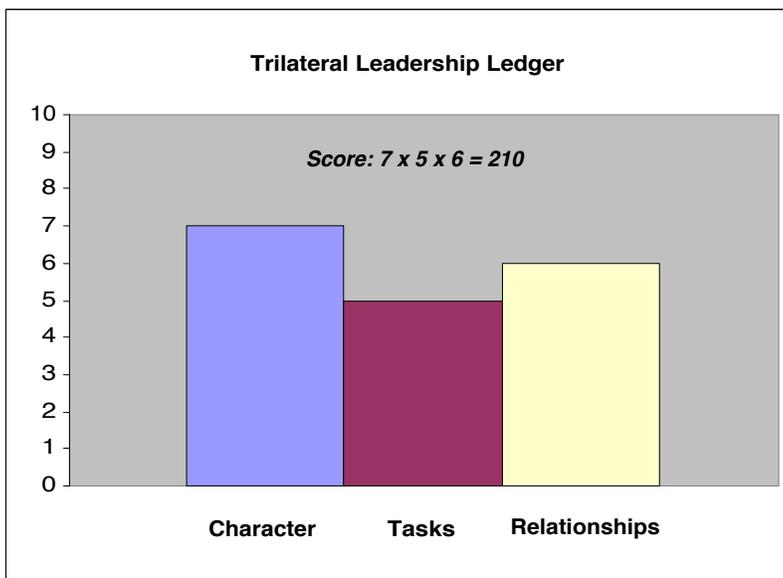
This represents people like those executives at Enron and Price Waterhouse who crashed and burned and took many of those they led with them.

Many would-be leaders have zero overall influence because they are zeroed out in one of the categories (chart 2).



This third person has worked hard to grow personally in all 3 areas (yes, it does take work!). They have become an excellent leader, achieving much and making a great difference wherever they lead – in the home, in the workplace, at church, in their community. Their influence brings about positive change everywhere. Of course, the high Character and Relationship scores are the reason, as you might expect from studying *“Lead Like Jesus”*.

You can see from the third chart that there is an exponential effect and return on effort, when scores improve. This compound effect is the result of the influence this good leader has on others, which results in a synergistic effect – “together everyone achieves more”.



The Three Categories in Detail

Now let's look beneath the surface at:

Character (*Being*); this includes these attributes:

1. strong sense of purpose/vision (we know 'why' and 'what')
2. integrity (wholeness of person including honesty and all the other 9 attributes)
3. courage
4. proper core values (based on absolute truths)
5. faith and hope
6. humility
7. love for and patience with others
8. discipline
9. peace
10. self-mastery

Tasks (*Achieving*); this includes these attributes:

1. clear mission (we know 'how')
2. plans & goals
3. accepts responsibility
4. strong work ethic
5. available
6. willing to invest time and talent
7. committed to excellence
8. perseveres
9. pro-active
10. teachable

Relationships (*Serving*); this includes these attributes:

1. putting others first (we know 'who')
2. caring for and about people
3. accepting people
4. approving of people
5. appreciating people
6. valuing people (seeing the good in them)
7. encouraging people (to step out and be all they can be)
8. seeking win-win arrangements
9. living the 'golden rule' ("do unto others...")
10. discipleship buddy (has one, and is one)

Self-Assessment – Yours

First a warning: people tend to over-rate themselves. Often the gap between self-realization and reality is enormous. Our inability (or unwillingness) to see our blind-spots is a severely limiting factor. We tend to look at our strengths while seeing everyone else's weaknesses. Reversing this tendency is a foundational requirement of leadership growth.

Honest self-evaluation using this tool allows us to home in on areas that need specific attention, identify major areas for improvement and call attention to existing strengths, which we can further strengthen.

Give yourself ONE point for each attribute above that you honestly and confidently can say you have 100%. Doing this properly is a test of Character! Now add up your scores and do the math. Next ask your spouse and several close Buddies to score you (tell them not to be kind – that won't help you!)

Your Growth Plan

Now for action! You need to map your journey towards crowning achievement – deliberately and purposefully.

Let's say you score 5 for Character, 4 for Tasks and 4 for Relationships (that's pretty good!)
 $5 \times 4 \times 4 = 80$; so your total effectiveness score is 80.

Look at each of the 3 categories above and pick one from each that you did not score and that you feel by developing you will improve your score and your effectiveness.

Now develop a plan to help you grow, and aim to master the 3 attributes by the end of 2008; it will take time! You will need to buy and read "*Launching a Leadership Revolution*" to develop and carry out a good plan.

At the end of the year, if you have been successful, you will score $6 \times 5 \times 5 = 150$. By mastering one attribute in each category, you've almost doubled your effectiveness score. Imagine how that will play out in every aspect of your life and business!

Once you master and score a new attribute, pick another. Work on no more than 3 at any one time, be patient and persevere.

"Do what you love in the service of others, who love what you do"

This book and the Ledger tool have given me a new perspective on this admonition, by which I have been living for several years.

"Do" represents the Tasks that are to be done.

"what you love" reminds us that the more we can operate from our passions and using our gifts, the more effective our service will be. This Character element is foundational to everything else.

"in the service of others" fits the category of Relationships; this is what it's all about.

"who love what you do" defines the desired end result. Whatever we achieve with and for others based on Christ-like Character through excellent Relationships will be celebrated: a true win-win-win. A win for others, a win for us, and a win for the Kingdom of Heaven.

Conclusion

The authors of *Lead Like Jesus* say this: "The central truth about leading like Jesus is that it can only be accomplished by walking closer and closer to Him in a surrendered relationship of trust and love." When Jesus restored Peter, he only asked one qualifying question (three times): "*Do you truly love me?*" (John 21:15)

Jesus' sole direction to Peter for his future was: "*Feed my lambs... Take care of my sheep... Feed my sheep*". (John 21:15-17)

Our first and last calling is to "serve others" out of love. It has to be His love, not ours, and that's only possible if we truly love Christ, and surrender our lives to Him every day, remaining in Him and in His Word. Life Journaling

I pray that you take this book and its *Trilateral Leadership Ledger* and use them to help assess where you are and how to move forward growing into a Lead Like Jesus leader.

God bless you,
Mick